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FOR IMMEDIATE RELEASE:

Over Five Million Rate and Inventory Changes Processed in January 2010 by Hoteliers Using EZYield.com

Yield represents 500 percent increase in year-over-year monthly updates

Winter Springs, Fla. — February 16, 2010 — EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, today announced that an unprecedented 5.3 million rate and inventory updates were processed through the EZYield.com channel management solution in 75 countries during January 2010. That milestone number represents a 500 percent increase in yields over January 2009, when one million updates were processed in 65 countries.

“January 2009 was really the tipping point for hoteliers using our channel management system as we eclipsed one million updates in a single month span,” explained Ed St. Onge, CEO of EZYield.com. “Over the previous 12 months, we saw hoteliers yielding more room types, more daily updates and targeting more websites. November and December 2009 were especially active months.”

Contributing to the increase in updates was a significant number of new properties that came online with EZYield.com over the past year. Also, throughout the entire 3,000-property customer base, more yields were registered from a unique IP address, which corresponds with more users yielding from a variety of sources.

“Because of the investments we’re making in system functionality, we expect the growth trends we saw in 2009 to continue throughout 2010,” stated St. Onge. “As a SaaS platform, allotments can be made from any computer or even a smartphone that is compatible with our system. This functionality allows hoteliers to be more mobile, dynamic and pro-active, and they’re taking advantage of it.”

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For more information, please contact EZYield.com sales at +1 407.629.0900 email sales@ezyield.com or visit www.ezyield.com.

About EZYield | EZYield is the originator and industry leader of automated online distribution management solutions for the worldwide hospitality industry. More than 3,500 hotels in 97 countries utilize EZYield's award-winning, advanced channel management software solutions to streamline the distribution of rates and inventory to over 500 onward distribution channels in multiple languages and 168 international currencies. Dynamic and flexible enough to satisfy the needs of any size property or hotel group, EZYield's web-based, mobile friendly solutions are designed to give control of online distribution back to the hotelier, consistently providing the highest rate of yielding accuracy in the industry. EZYield maintains regional offices in Asia Pacific, Europe, and the Americas, and provides continuous live support to their clients around the world. For more information, please contact sales@EZYield.com or visit www.EZYield.com.

Editor's Note: Electronic images are available by contacting Adam Kirby at Plan A Public Relations & Marketing, Inc. Phone: 708.386.1901 or e-mail: adam@planapr.com.