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FOR IMMEDIATE RELEASE:

EZYield.com Helps Canada's Delta Hotels and Resorts Maximize Yield Performance

Winter Springs, Fla. — October 7, 2010 — Canada's leading hotel chain, Delta Hotels and Resorts, has realized considerable time savings and enhanced revenue with the widespread implementation of EZYield.com, the originator of automated online distribution management solutions for the worldwide hospitality industry. EZYield.com's web-based distribution platform eliminates redundancies in the channel management efforts of Delta revenue managers, improving the ease of rate parity and inventory control in the process.

Twenty of Delta's properties across Canada use EZYield.com's Classic Yield Functionality, which allows revenue managers to easily change room rates on a group or individual basis at the click of a button across multiple distribution channels. Since he started using EZYield.com, Colin Jones, regional revenue manager for a trio of Delta hotels in Toronto, spends an hour a day less dealing with channel management. EZYield.com's intuitive interface is especially helpful for revenue managers like Jones who are charged with managing inventory at multiple properties. No longer must he sign in and log out multiple times to make changes to the same channel; instead, EZYield.com allows him to toggle between properties with the ease of a dropdown menu.

"EZYield has enabled me to yield rates in a much more time efficient manner across the multiple properties I oversee," says Colin Jones. "Between the time savings and simpler channel management process, I've been able to yield some significant new business by signing up and maintaining rate parity with several online travel agencies. It's a small cost each month for a service that has truly maximized

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better use of my time.” Jones says return on investment certainly justifies the cost, both from actual bottom line increases and intangible categories, like higher job satisfaction of revenue managers.

EZYield.com’s client customer service is renowned for its knowledgeable and professional representatives, helping hoteliers to get the most out of the technology’s entire suite of benefits. EZYield.com also offers comprehensive user training, although for Jones it was not necessary—he was fluent with the technology within the first 10 minutes of using it.

“It can be frustrating when revenue managers have to jump from extranet to extranet whenever they want to update rates, and that’s one of the reasons we created EZYield,” says Ed St. Onge, CEO of EZYield.com. “EZYield is designed to make yield management easy, and as our neighbors to the north with Delta Hotels and Resorts have happily discovered, it really does work.”

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

About Delta Hotels and Resorts | A leading Canadian hotel management company, Delta Hotels and Resorts operates and franchises a diversified portfolio of 45 full-service, city center and airport hotels and resorts under the Delta brand. Widely regarded as Canada’s “brand of choice” by guests and owners, Delta also distinguishes itself as an exemplary employer. It is the only hotel company to be recognized for sustained focus on business excellence by the prestigious National Quality Institute with three Canada Awards for Excellence, including the award program’s highest honor, the Order of Excellence (2007). The company also consistently ranks as one of the country’s best employers in The Globe and Mail’s Report on Business annual “50 Best Employers” list (2001–2003, 2005–2010). Its corporate social responsibility platform, Delta Helps, includes a chain-wide commitment to the communities it serves through a national partnership with Habitat for Humanity Canada, participation in the Hotel Association of Canada’s Green Key Eco-Rating program, and work with various other charitable groups. For more information, please visit www.deltahotels.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.