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FOR IMMEDIATE RELEASE:

EZYield.com Does Work Of Multiple Revenue Managers For Denihan Hospitality Group

Winter Springs, Fla. — August 10, 2010 — Leading luxury boutique hotel chain Denihan Hospitality Group has emerged as a vocal advocate for EZYield.com, the originator of automated online distribution management solutions for the worldwide hospitality industry. It comes as no surprise, given that EZYield.com's web-based distribution platform saves New York City-based DHG hundreds of thousands of dollars each year while improving rate parity and inventory control across the company's portfolio of renowned hotels.

DHG, whose brands include Affinia Hotels and The James, uses EZYield.com to support its team of five area directors of revenue that operate on a cluster basis. EZYield.com's Classic Yield Functionality allows DHG revenue managers to easily change rates at multiple hotels on a group or individual basis while maintaining parity across their distribution channels.

Robert Van Bremen, assistant vice president of revenue management and distribution for DHG, so appreciates the simplicity of EZYield.com that the deciding factor of whether to partner with a new distribution channel often depends on if the channel is integrated with EZYield.com. "Fortunately, the list of channels that integrate with EZYield.com is so long that it's rarely a problem," he says. "But when it comes up, I usually tell the channel, 'Look, call up EZYield.com and work on getting hooked into their system—then we'll talk.'"

As an expanding company, DHG is frequently targeting new source markets via diverse, localized channels. Since EZYield.com has channel partnerships in just about every corner of the globe, Van Bremen knows it will not take long before DHG inventory is front and center to consumers in whichever source market is being targeted.

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EZYield.com's web-based platform makes channel management convenient and fast, allowing Van Bremen and his team of revenue managers to make adjustments to inventory allotment and rate in near real-time anytime and from anywhere in the world—even during a weekend excursion to his in-laws' house. "One of my hotels called me up on a recent Saturday evening and said we had just oversold and that we needed to close out the inventory. Instead of having to walk the front desk agent or someone at the call center through the process—or worse, having to come into the office myself—I just got on my mother-in-law's computer and made the changes myself on EZYield.com," Van Bremen says. "Because of EZYield.com's web-based accessibility, I know the inventory adjustment was done correctly, and the hotel staff was able to keep their focus on serving the guests."



Denihan Hospitality Group's flagship hotel is the 526-guestroom Affinia Manhattan in New York City. As for ROI, one need not crunch a ton of data to realize the financial benefits that DHG sees annually from EZYield.com. Without the channel management simplification offered by EZYield.com, DHG would have to employ perhaps twice as many revenue managers to keep up with the mountains of data entry, Van Bremen says. DHG revenue managers are able to adjust 90 days' worth of rates for each hotel in under an hour with EZYield.com. "There is simply no way we could revenue-manage 13 hotels with just five of us without EZYield.com—it cuts the time we spend on data entry by easily 70%," he says. "For a relatively small but growing company like Denihan, that makes a huge difference in our bottom line."

EZYield.com's client customer service is renowned throughout the industry for its knowledgeable and professional representatives, helping hoteliers to get the most out of the technology's entire suite of benefits. Van Bremen lauds the flexibility and immediate response time of the client service team for quickly solving any issue that happens to crop up.

"Our promise to the more than 3,500 hotels using EZYield.com is simple: We'll take the headaches out of channel management and save you some money while we do it," says Ed St. Onge, CEO of EZYield.com. "We're proud that Denihan Hospitality Group has come out as such an enthusiastic proponent of our product, and we are thrilled that we can help them on their way to becoming the world's premier hotel company."

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

About Denihan Hospitality Group | Based in New York City, Denihan Hospitality Group is a full-service hotel management and development company built on a 50-year foundation in real estate, guest service and asset management. Its brands—The James and Affinia Hotels—cater to distinctively different market segments, and it also manages a number of independent and luxury hotels, including The Surrey and The Benjamin, with notably diverse positionings. DHG is well versed in the financial and operational needs of a hotel from every single perspective, and its experience as owner-operators enhances its knowledge as effective property managers. DHG knows exactly what is required to find the sweet spot that links guest satisfaction, hotel demand, RevPAR, top-line revenues and bottom-line profits, and its current asset portfolio comprises more than \$1 billion in real estate holdings.

About EZYield | Since introducing the world's first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, 3,000 hotels in 75 countries utilize EZYield.com's award-winning, advanced channel management software to streamline the distribution of rates and inventory to 500 forward distribution channels in multiple languages and 168 currencies. EZYield.com's SaaS web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the America's, in order to provide continuous live support to their clients around the world. For more information, please 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.

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