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FOR IMMEDIATE RELEASE:

Using EZYield’s Multi-Property Yielding Solution, Excel Hotel Group’s On-Site General Managers Have More Time to Attend to Guests

Winter Springs, Fla. — January 27, 2010 — EZYield.com, the originator of online channel management for the worldwide hospitality industry with an automated SaaS platform consisting of channel management, Web booking engine, GDS connectivity and reservation delivery components, today announced that with the integrated multi-property yielding functionality of the EZYield.com system, general managers of the Excel Hotel Group’s properties are reporting greater guest satisfaction results. With the ability for multi-property hospitality groups to consolidate yielding through one interface and have one person yield the entire portfolio, it frees up valuable time for property-based staff to better attend to guests needs.

While a property’s revenue management goals and strategies must include persons at all management levels and requires a significant amount of time to determine proper direction, the execution of those goals can happen in just a few minutes with EZYield.com’s industry leading channel management technology.

“The flow of information definitely begins on a property level when determining yields, but with EZYield.com the amount of time it takes to act on that information and update our channels has been greatly reduced,” stated Ken Bolton, corporate director of revenue management for the Excel Hotel Group. “Our general managers are largely responsible for getting me the yield information, by not tying up their time we’ve empowered them to interact directly with their guests, and that has had an incredible impact on our guest satisfaction surveys.”

In addition, Excel management has found that the execution of their multi-property revenue management goals does not need to be complicated. With EZYield.com's simple graphical user interface (GUI), companies can train several employees to do the yielding, with the assurance that rate yields will be within pre-determined means and that inventory yields will be accurate.

"I enjoy using the technology; I enjoy giving our on-property staff more time to interact with guests; I enjoy EZYield.com's one keystroke yielding philosophy; and I enjoy having more time to do my job," stated Bolton.

Having used the technology for four years yielding eight different properties, Bolton is convinced that once EZYield.com is customized for a specific property or chain, it is the quickest and easiest way to yield.

"For hotel companies that have one property or for hotel companies that plan to grow and continue to acquire additional properties, our technology is designed to be customizable and scalable," stated Ed St. Onge, president of EZYield.com. "While the fundamentals for EZYield.com remain the same, it's great to know it impacts each company differently and that they are able to use it to their unique advantage."

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

About Excel Hotel Group | Excel Hotel Group specializes in the development, construction, renovation, and management of limited and full-service hotels. We are a growth oriented management company comprised of a team of experienced hospitality professionals. Excel Hotel Group brings a distinct management style to a diverse chain of limited and full service properties. The operations credo of Excel Hotel Group is to manage outstanding hotels with dynamic associates, provide exceptional service to our guests and to deliver optimum results in profitability to our owners and investors. Please visit www.excelhotelgroup.com.

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.