



For EZYield contact:
Jessica Mantler
Global Marketing, EZYield
jmantler@ezyield.com
Tel: +1 407.629.0900

Media inquiries contact:
Andrea Roland
Plan A Public Relations & Marketing, Inc.
andrea@planapr.com
Tel: +1 407.905.0608

FOR IMMEDIATE RELEASE:

Fairmont Raffles Implements EZYield's 1-way Reservation Delivery Solution to Streamline Online Reservations

Global luxury chain integrates CRS with existing Channel Management partner for delivery of online reservations and maximum booking efficiencies.

WINTER SPRINGS, FLA. — MAY 31, 2011 — EZYield, the originator of automated online channel management solutions for the worldwide hospitality industry, announces that Fairmont Raffles Hotels International (FRHI), one of the world's foremost luxury hotel companies, has implemented its reservation delivery solution across their extensive global portfolio, which includes Fairmont, Raffles and Swissôtel brands.

Toronto-based Fairmont Raffles has long employed EZYield's industry-leading channel management solution to streamline the distribution of rates and inventory across its contracted online channels. This month, Fairmont Raffles began deploying EZYield's integrated reservations delivery solution to connect to its Micros® OPERA central reservations system, which supports all 97 of its branded properties worldwide. The implementation allows FRHI to integrate EZYield's automated reservation delivery solution into the existing distribution platform, providing seamless connectivity between the CRS and online distribution channels.

The resulting integrated solution allows hoteliers to manage rates, availability and inventory from a central access point for widespread distribution to OTAs and other third-party channels. Detailed booking information is transferred securely from the CRS to the property's PMS, eliminating the need for manual data entry or management.

EZYield's reservation delivery solution is compatible with most major CRSs and PMSs in use today, and allows hoteliers to manage multiple distribution channels with optimal control and accuracy.

“Our strategy is to provide automated electronic distribution and processing for any demand channel partner that our properties employ,” says Doug Carr, executive director of distribution for Fairmont Raffles. “Implementing EZYield’s integrated reservation delivery solution into our existing channel management system was a logical next step toward growing our global distribution network. We have had great success with EZYield’s flagship channel management solution, and we are confident that the newly integrated solution will make our distribution even more streamlined and efficient than ever before.”

FRHI’s chain-wide implementation of an expanded EZYield solution is a high-profile example of a growing trend that the technology provider has seen among its global clientele. Best known for its industry-leading channel management system, EZYield’s integrated connectivity solutions are gaining popularity as hotel companies seek out ways to streamline the entire booking process, from initial distribution and yield management through to reservations processing.

“The strengthening of EZYield’s partnership with Fairmont Raffles is further evidence of the tremendous value, both in terms of revenue and in operational efficiency, that our newly released integration solutions provide to our hotel partners around the world,” says Jennifer Ranno, EZYield’s vice president of global sales and marketing. “We are honored that Fairmont Raffles has entrusted us in their strategic initiative of streamlining their reservation process.”

For more information, contact EZYield sales at +1.407.629.0900, e-mail sales@ezyield.com, or visit www.ezyield.com.

About Fairmont Raffles Hotels International

Fairmont Raffles Hotels International is a leading global hotel company with over 95 hotels and resorts worldwide. The company also owns Fairmont and Raffles branded Residences, Estates and luxury private residence club properties. Leveraging the global resources provided by FRHI’s shared services structure, the combined collection of unrivalled hotels and resorts provides an ideal platform for continued expansion and brand growth.

About EZYield | Since revolutionizing the global hospitality industry in 2002 with the world’s first automated channel management technology, EZYield has become the undisputed leader in online distribution and integrated connectivity solutions. Today, more than 3,700 hotels in 96 countries utilize EZYield’s cloud-based channel management solution to streamline the distribution of rates and inventory to over 600 channels in multiple languages and currencies, consistently providing Level 1 PCI-Certified security and the highest yielding accuracy in the industry. EZYield’s innovative suite of web-based, mobile friendly solutions also includes website booking capabilities and integrated hotel reservation solutions. EZYield maintains regional offices in Asia Pacific, Europe, and the Americas, providing continuous customer 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.