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FOR IMMEDIATE RELEASE:

EZYield to Unveil Fuzion Hospitality Suite at HITEC 2011

Fuzionlink, Fuzionsync and Fuzionbook represent the next generation of integrated revenue-enhancing hotel solutions

WINTER SPRINGS, FLA. — JUNE 20, 2011 — EZYield, the originator of automated online channel management solutions for the worldwide hospitality industry, announces the introduction of the Fuzion Hospitality Suite, an innovative suite of enterprise Software-as-a-Service (SaaS) solutions designed to save hoteliers time and money, while significantly increasing revenue potential. The Fuzion suite is a series of web-based solutions, including integrated hotel reservation delivery capabilities, a proprietary web booking engine and the industry's most trusted channel management technology.

EZYield will be showcasing its complete distribution technology product portfolio at HITEC in Austin, Texas, June 20-23, including its new Fuzion Hospitality Suite. EZYield executives will be on hand at HITEC to meet with hoteliers and demonstrate the Fuzion suite at Booth #1031.

The core of the Fuzion Hospitality Suite is **Fuzionlink**, EZYield's market-leading channel management solution, which allows hoteliers to easily update and manage an unlimited number of distribution channels simultaneously—in the time it takes to manage just one. With the highest yielding accuracy in the industry, Fuzionlink provides customizable yielding views through a feature-rich interface that executes complicated rate structures and ensures rate parity across all online channels. More than 3,800 hotels in 96 countries already employ this proven channel management solution to streamline distribution of rates and inventory across 600-plus channels in multiple languages and currencies.

Fuzionsync by EZYield is an advanced reservation delivery platform that allows seamless two-way connectivity between a hotel's data management system and online distribution channels for enhanced



efficiency and convenience. Fuzionsync connects the industry's most popular central reservation and property management systems—including Micros-Fidelio's Opera,

SoftBrands' Epitome and Medallion, InnQuest's RoomMaster, Hotelsoftware's Protel and CMS Hospitality's Guest Centrix—to small, medium, and large global distribution channels, including third-party websites and offline traditional wholesalers. It allows management of multiple distribution channels with optimal control and accuracy, generating maximum revenue from various demand aggregators.

Fuzionbook by EZYield is a feature-rich, flexible and functional hotel web booking engine that transforms a hotel's branded website into a fully transactional and secure revenue source. This innovative solution adds enhanced functionality and increases direct online bookings by supporting best available rate (BAR) strategies. It features advanced



technological design that prevents competitive shopping tools from reading a property's discounted rates, and unprecedented functionality for both hoteliers and booking agents.

The Fuzion Hospitality Suite is based on the most advanced and flexible server environment available. EZYield understands the critical importance of protecting proprietary data and guest information at all times, which is why all of its solutions are Level 1 PCI Certified, meeting the most stringent standards for ensuring data security. Furthermore, its cutting-edge operating environment creates the most stable platform possible, giving EZYield users a level of speed and reliability unmatched by competitors.

"Channel management has proudly been the cornerstone of EZYield's exceptional growth since we were the first to bring that technology to market in 2002. Over the years our company has grown into a true solution provider for hoteliers," says EZYield CEO James Filsinger. "We have introduced new, innovative products and services that work together seamlessly, and implemented those in a leading edge, cloud-based infrastructure environment. Our new Fuzion Hospitality Suite is the exciting culmination of these efforts."

With corporate headquarters in Winter Springs, Florida, EZYield maintains regional offices in Asia Pacific, Europe, and the Americas, and provides continuous live support to their clients around the world through an award-winning technical support team. For more information, **visit EZYield at HITEC, Booth #1031**, contact EZYield sales at +1 407.629.0900, e-mail sales@ezyield.com, or visit www.ezyield.com.

Discover the Fuzion Hospitality Suite at HITEC 2011 in Austin, June 20-23 – Booth #1031

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 3,800 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.

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