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FOR IMMEDIATE RELEASE:

H10 Hotels Implements EZYield.com Channel Management Across Global Portfolio

Winter Springs, Fla. — September 14, 2010 — H10 Hotels, one of Europe's leading hotel groups, has signed a deal to implement EZYield.com's suite of channel management solutions across its global portfolio of 36 hotels. Select properties within the portfolio of Barcelona-based H10 have been saving time and money by using EZYield.com, the originator of automated online distribution management solutions for the worldwide hospitality industry, for more than two years, causing the rest of the company to take notice.

H10 Villa de la Reina, Madrid, was the first property in the group to use EZYield.com and its web-based channel management platform, allowing the hotel's revenue management staff to spend less time on data entry even while improving rate parity and inventory control across a host of online distribution channels. EZYield.com makes channel management convenient and fast by eliminating the need for redundant data entry, and because the entire system exists in the Cloud, hoteliers can make adjustments to inventory allotment and rate in near real-time anytime and from anywhere in the world.

At the corporate level, H10 Hotels had been using another channel management provider for most of its properties, but after its Madrid hotel realized substantial gains in staff efficiency almost immediately after implementing EZYield.com, the company began pursuing a portfolio-wide conversion, which was completed earlier this year. Since bringing all of its hotels in Europe and North America online with EZYield.com, H10 has seen the amount of labor hours required for daily channel management tasks decline exponentially.

"We have such a wide distribution with many different channels, but to keep them updated all we need is EZYield, and with few clicks we can update dozens of websites," says Luis Miguel Romero, corporate e-

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commerce director for H10 Hotels. “We save time, we save money and we avoid errors. Best of all, we can dedicate that time saved for other important tasks.”

Romero is always on the lookout for new distribution channels, particularly since H10 is in the process of growing its brand exposure beyond its native Spain. EZYield.com’s network of more than 500 channel partners in every corner of the globe allows him instant access to myriad channel options, with the confidence of knowing they will interface seamlessly.

“There is no better evidence of the tremendous value that EZYield offers to hoteliers than when a premier hotel company like H10 implements our technology across its portfolio after first testing it out at a few properties,” says Ed St. Onge, CEO of EZYield.com. “Once hoteliers experience just how much easier channel management can be with EZYield, they wonder why they ever did business without it.”

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

About H10 Hotels | Based in Barcelona, H10 Hotels is one of Europe's leading hotel chains, with 36 hotels open or under development comprising more than 10,000 guestrooms throughout Spain, Mexico and the Dominican Republic. H10 also has city center properties in some of Europe's most important gateway cities: Rome, London and Berlin. Its Club H10 loyalty program offers members many benefits and special touches, enabling the accumulation of points that can be exchanged for services or nights in H10's portfolio of luxurious hotels. For more information, please visit www.h10hotels.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.