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FOR IMMEDIATE RELEASE:

EZYield enhances connectivity for High Tech Hoteles through new RezDelivery Integrated Solutions

Spanish hospitality group integrates automated reservation delivery solution into existing channel management platform across growing hotel portfolio

WINTER SPRINGS, FLA. — MARCH 8, 2011 — EZYield, the originator of automated online channel management solutions for the worldwide hospitality industry announces that High Tech Hoteles, a prestigious Madrid, Spain-based hospitality management company, has signed an agreement to implement RezDelivery, EZYield's two-way state of the art reservation delivery solution, into all 33 of its properties in Madrid, Barcelona and Seville, Spain.

For over four years, High Tech Hoteles has been utilizing EZYield's industry leading channel management solution to streamline the distribution of rates and inventory to all of the chain's contracted online channels. The new agreement allows High Tech to integrate EZYield's automated RezDelivery solution into the existing distribution platform, providing seamless two-way connectivity between the central reservations system, Micros/Fidelio's ORS, and their online distribution channels.

The enhanced connectivity that EZYield provides creates an integrated automated solution that allows hoteliers to manage their rates, availability and inventory (ARI) from their central CRS or PMS for distribution to OTAs and third party channel sites. High Tech Hoteles' contracting of the new RezDelivery interface allows the delivery of reservation data from the channel directly into their Opera central reservations system (ORS) and down to the individual properties' Opera PMS, with no need for additional data entry or management.

RezDelivery connects both legacy and industry leading central reservation systems (CRS) and property management systems (PMS) and allows the hotel or chain to manage multiple channels of distribution with optimal control and accuracy, allowing maximum revenue generation from various demand aggregators.

“EZYield is proud to support High Tech Hoteles as it continues to streamline its two-way reservation delivery system,” stated Jennifer Ranno, Vice President Global Sales & Marketing. “Their decision to expand implementation of our integrated product solutions throughout their portfolio is a reflection of both the strength of our market-driven, revenue-enhancing solutions and our ability to provide exceptional in-market customer support in Madrid, Spain.”

EZYield will be showcasing its distribution technology product portfolio at ITB in Berlin, March 9-13, 2011. For more information, **visit EZYield at ITB, Hall 10.1, Booth 111**, contact EZYield sales at +1 407.629.0900, e-mail sales@ezyield.com, or visit www.ezyield.com.

About High Tech Hoteles

From the start of its venture, the High Tech Hotels chain has had a clear objective: to offer its guests the best and most innovative services. For this reason the chain does not skimp on creativity and determination when it comes to pampering our guests at the more than 45 properties worldwide. This desire translates into convenience and comfort through a series of exclusive and pioneering services that practically no other Spanish hotel chain offers at the moment. For more information, please visit www.thoteles.com.

About EZYield | EZYield is the originator and industry leader of automated online distribution management solutions for the global 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 550 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 save time, increase revenue and 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.

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