



For more information, contact:

Anne Rabasca
Global Marketing Manager
EZYield
arabasca@ezyield.com
Tel: + 1 407.629.0900

Media Inquiries, contact:

Andrea Roland
Plan A Public Relations & Marketing, Inc.
andrea@planapr.com
Tel: +1 708.386.1901

FOR IMMEDIATE RELEASE:

Langham Hospitality Group Expands Implementation of EZYield's Channel Management Solution Across Global Luxury Hotel Portfolio

Leading Hong Kong-based luxury hotelier extends agreement to implement EZYield at additional properties worldwide

Winter Springs, Fla. — March 10, 2011 — Langham Hospitality Group, a prestigious Hong Kong - based luxury hotel company with properties throughout the world, has signed an agreement to extend implementation of EZYield's channel management solution to several new hotels in their portfolio. Langham has been utilizing technology from EZYield, the originator of automated online distribution management solutions for the worldwide hospitality industry, at the corporate level for the past year. The new agreement will make EZYield available to additional hotels in Asia, the United Kingdom and North America, including a new luxury property opening soon in Chicago, IL.

EZYield's channel management solution allows Langham's revenue management team to manage rates, restrictions and inventory – simply, efficiently and accurately – all from a single screen, improving rate parity and inventory control across a wide selection of distribution channels.

"We are expanding rapidly into new markets around the world, and as a global organization EZYield's web-based platform is the ideal solution to help us support our regional requirements," said Isabelle Keiflin, Group Director of Revenue Management of Langham Hospitality Group. "Not only is it fully customizable, it also provides the highest level of yielding accuracy and customer support in the industry. That efficiency and accuracy, as well as EZYield's support of our other complementary technology solutions including IDeaS RMS, were key factors in our decision to expand the solution to additional properties."

EZYield's network of more than 550 onward distribution channels throughout the world provides Langham with real-time access, 24 hours a day – in multiple languages and more than 168 currencies – with the confidence of knowing they will all integrate seamlessly to deliver maximum revenue potential.

-- more --

“We are honored to be the channel management partner for such a prestigious global hotelier as Langham Hospitality Group,” says Jennifer Ranno, Vice President, Global Sales & Marketing for EZYield. “Langham is known to have very high standards of excellence in every aspect of their organization. Their continued confidence in EZYield reflects our ongoing commitment to provide integrated distribution solutions and exceptional customer support to hoteliers worldwide.”

EZYield is 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 Langham Hospitality Group | Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe’s first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience. The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21st century through design, technology and attitude, epitomising stimulating and artistic hospitality. Eaton, a premium affiliate brand, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service. Langham Hospitality Group is a wholly-owned subsidiary of Great Eagle Holdings (Stock Code: 0041), which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972. Reservations for Langham hotels can be made by logging onto langhamhotels.com, or for Eaton Hotels log onto eatonhotels.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 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.

###