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FOR IMMEDIATE RELEASE:

EZYield Signs Global Corporate Agreement with Mövenpick Hotels & Resorts

*Confidence, integration and customer service cited as technology benefits for four
and five-star luxury boutique portfolio*

Winter Springs, Fla. — March 9, 2010 — EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, today announced that Mövenpick Hotels & Resorts has signed an exclusive agreement to deploy EZYield.com's distribution technology throughout their entire property portfolio in Africa, Asia, Europe and the Middle East.

"This agreement is the culmination of careful tests that we have conducted to compare EZYield.com's channel management technology to alternative solutions; tests that guide us with confidence in choosing EZYield.com as our distribution technology partner," stated Heiko Siebert, VP of distribution for Mövenpick Hotels & Resorts.

During the testing phase, Mövenpick Hotels & Resorts utilized various channel management systems, and each system was examined for the ability to create geographic, demographic and rate parity success.

"EZYield.com's technology works. Their XML connections give me confidence in our yielding parity and execution strategies; their system is easy to learn and easy to use; and their professionalism defines the customer service we're looking for," continued Siebert.

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Currently, Mövenpick Hotels & Resorts owns and operates 69 properties in Africa, Asia, Europe and the Middle East, with another 25 projects under development. The cultures of business vary widely on a property-by-property basis within Mövenpick Hotels & Resort's portfolio, so EZYield.com created customized distribution and reservation channels with the scope and features to suit each one.

"Mövenpick Hotels & Resorts develops and executes their business plan very efficiently; therefore, it is a great honor for EZYield.com to be chosen as their channel management and distribution partner," stated Ed St. Onge, CEO of EZYield.com. "Their diverse range of properties, from the Dead Sea in Jordan to the shores of Phuket, appeals to equally diverse segments of travelers. With EZYield.com, Mövenpick is effectively reaching those potential guests."

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

About Mövenpick Hotels & Resorts | Mövenpick Hotels & Resorts, an upscale hotel management company with over 12,000 employees, is represented through over 90 hotels existing or under construction in 26 countries with a concentration on its core markets in Europe, Africa, the Middle East and Asia. The international hotel group with roots in Switzerland is expanding and has a stated objective of increasing its hotel portfolio to 100 by the year 2010. With two hotel types, business and conference hotels, as well as holiday resorts, Mövenpick Hotels & Resorts has clearly positioned itself in the upscale segment and stands for quality, reliability and care with a personal touch. The hotel group is owned by Mövenpick Holding (66.7%) and the KingdomGroup (33.3%).

About EZYield | Since introducing the world's first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, 3,000 hotels in 75 countries utilize EZYield.com's award-winning, advanced channel management software to streamline the distribution of rates and inventory to 500 forward distribution channels in multiple languages and 168 currencies. EZYield.com's SaaS web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the America's, in order to provide continuous live support to their clients around the world. For more information, please 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.