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FOR IMMEDIATE RELEASE:

EZYield Earns Highest Level PCI Certification for Two-Way Hotel Reservation Transaction Process

Third-party audit ensures that EZYield's two-way transaction process between hotel guests and OTA's meets payment card industry's most stringent security requirements

Winter Springs, Fla. — April 6, 2011 — [EZYield](http://EZYield.com), the originator of automated online distribution management solutions for the worldwide hospitality industry, has achieved third-party Payment Card Industry Data Security Standard (PCI-DSS) Level 1 Certification for its entire end-to-end hotel reservations processing system. A significant step beyond mere compliance, the certification by an unbiased auditor demonstrates EZYield's commitment to transactional security, and to providing the highest-quality service in the online distribution management sector.

PCI-DSS is a series of requirements designed to ensure that companies that process, store or transmit credit card information maintain a secure environment. As the industry-leading reservation delivery platform, EZYield processes thousands of hotel booking transactions every day. With EZYield having officially passed the rigorous requirements of the PCI-DSS certification process, EZYield's more than 3,500 hotel partners can be assured that their guests' sensitive data is handled with the utmost security.

"Full PCI certification, not simply compliance, was a fundamental and critical requirement for us to implement any reservation delivery solution and we would accept nothing short of that," said Chris Thacker, Corporate Distribution Manager of Thistle Hotels. "EZYield not only fulfilled that requirement, but did so in a timeframe that aligned with our internal project needs. The expectations, objectives, and deliverables regarding PCI were not only completed successfully, but completed ahead of schedule. It's this kind of integrity and commitment that drives our desire to grow our partnership with EZYield."

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EZYield's third-party PCI-DSS audit was conducted by Kenneth R. Rowe, vice president of Chief Security Officers, a technology security certification firm based in Scottsdale, Arizona. Rowe is recognized as a Qualified Security Assessor by the PCI Security Standards Council, the international umbrella organization that governs the security standards for the payment card industry.

"Any company can claim to be PCI-compliant, as that essentially means simply checking a few boxes on a self-assessment questionnaire. PCI certification is much more rigorous," says Michael Miller, EZYield's chief technology officer. "While some of our competitors are comfortable merely claiming to have these measures in place, we at EZYield believe that our clients and their customers deserve the confidence of knowing for certain that their transactions are processed and completed with the utmost security. We're not just stating our system is secure—we have proven it."

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

About Guoman Hotel Management | Guoman Hotel Management Limited operates two distinct hotel brands; Guoman Hotels, an exclusive collection of iconic deluxe hotels located in central London and Shanghai; and Thistle Hotels, a group of qualityfull service hotels in the UK's major cities and in Malaysia.

About Thistle | Thistle has thirty-three hotels across the UK, many in superb city center locations, including eleven in central London. Thistle also offers 2 hotels in Malaysia, in Johor Bahru opposite Singapore, and a resort in Port Dickson.

With a selection of restaurants and a choice of excellent health and leisure facilities, Thistle has something to offer everyone. The group prides itself on its genuine, flexible, honest and real approach. Thistle is constantly reviewing its standards to offer guests exactly what they need, with the peace of mind that they don't have to compromise on quality or service whether travelling for business or leisure, or using a hotel as a location for meetings and events. These commitments are part of Thistle's dedication to being a responsible, well-regarded, full service portfolio of quality four-star rated hotels in excellent locations.

Editor's Note: Electronic images are available by contacting Andrea Roland at Plan A Public Relations & Marketing, Inc. Phone: +1.407.905.0608 or e-mail: andrea@planapr.com.