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FOR IMMEDIATE RELEASE:

Brazilian-based Pmweb Expands Offerings With EZYield's Channel Management Tool

Prominent Brazilian hotel marketing technology and CRM provider adds the industry's leading channel management solution to their hospitality product portfolio

Sao Paulo, Brazil & Winter Springs, Fla. — June 8, 2011 — [Pmweb](#), a Brazilian company specializing in digital marketing strategies and CRM solutions for the hospitality industry, today announced that an agreement has been signed with [EZYield](#), the world's leading provider of advanced channel management solutions. The new agreement will allow Pmweb to launch **Pmweb EZYield**, giving them the ability to offer an integrated channel management tool to their hotel clients in the Brazilian market. EZYield is the originator of automated online distribution management solutions, providing hoteliers with a comprehensive suite of connectivity and distribution solutions.

According to Tárík Potthoff, CEO of Pmweb, "In today's competitive hotel environment, hoteliers need to have a strategic mix of multiple distribution partners, and the biggest challenge is to maximize their online exposure without increasing costs. EZYield provides an innovative solution, allowing the updating of rates and inventory on all contracted channels from a single screen, dramatically decreasing the staff time needed to effectively manage online distribution."



(Left to right) Tarik Potthoff, Pmweb CEO; Geetha Balakrishnan, Manager, Operations for EZYield; and Debi Moses, Director of Sales, The Americas for EZYield

According to a basic formula, if a hotel employee manually updates 10 websites and spends four minutes per day calculating rates for each website, and five minutes per day updating each website, then

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he or she is spending a full day each week on this task alone, amounting to two months each year spent updating their online distribution channels.

“Pmweb knows how difficult it is for hoteliers is to manage multiple distribution channels and we are also aware of their need to gain more control of their inventory,” said Potthoff. “**Pmweb EZYield** is a web-based tool that is compatible with more than 600 websites and several CRS’s. The agreement will also provide integration solutions with our key local providers.”

Fernanda Mangini, sales manager for Pmweb, says, “Partnering with EZYield to offer their industry-leading channel management solution allows us to provide our hotel clients with a better way to manage their allotments by increasing occupancy rate tax and RevPar,”

“Our channel management solution is the ideal complement to Pmweb’s comprehensive suite of digital marketing tools,” adds James Filsinger, CEO of EZYield. “We are proud to partner with such an established and reputable company to bring this technology to the Brazilian market.”

Pmweb will be showcasing the **Pmweb EZYield** solution during their “Hit the Road” tour, which kicks off June 20-23 at HITEC 2011 in Austin, TX. EZYield and Pmweb executives will be on hand at HITEC to meet with hoteliers at Booth #1031, and a press conference will be held on June 21 at 4:30 p.m. in room # 13B (4th floor). For more information, please email Fernanda Mangini at fernanda@pmweb.com.br or visit www.pmweb.com.br.

About Pmweb | Pmweb is a Brazilian company that develops strategies in Digital Marketing and CRM for hotel chains and resorts. With a solid structure formed by experts in hospitality and extensive experience in consulting, application integration, implementation and monitoring of projects, Pmweb serves some of the major hotel chains and resorts developing solutions for managing online sales and digital marketing for hospitality. For more information, please visit www.pmweb.com.br.

About EZYield | Since revolutionizing the global hospitality industry in 2002 with the world’s first automated channel management technology, EZYield has become the undisputed leader in online distribution and integrated connectivity solutions. Today more than 3,700 hotels in 96 countries utilize EZYield’s cloud-based channel management solution to streamline the distribution of rates and inventory to over 600 channels in multiple languages and currencies, consistently providing Level 1 PCI-Certified security and the highest yielding accuracy in the industry. EZYield’s innovative suite of web-based, mobile friendly solutions also includes website booking capabilities and integrated hotel reservation solutions. EZYield maintains regional offices in Asia Pacific, Europe, and the Americas, providing continuous customer support to their clients around the world. For more information please contact sales@ezyield.com or visit www.ezyield.com.

***Please join us at HITEC 2011 in Austin, June 20-23 in Booth #1031, or at our
Press Conference in Room # 13B (4th Floor) on June 21st – 430 – 5:30***

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