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**FOR IMMEDIATE RELEASE:**

**Florida beach resort achieves competitive rates across all OTA's in just one day using EZYield's channel management technology**

Winter Springs, Fla. — June 15, 2010 — EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, announces that Postcard Inn On The Beach, located in St. Pete Beach, Fla., achieved rate parity just 24 hours after implementing EZYield.com's channel management system to distribute rates and inventory to their online distribution channels.

“Coming from a company where I managed seven properties with EZYield.com to the Postcard Inn, where I manage just one property, I trusted the technology and insisted on using it here at the resort,” stated Jaci Zerr, revenue manager at the Postcard Inn. “My only concern was the amount of downtime that might transpire between me coming onboard and achieving rate parity across all our online channels. Once EZYield.com customized my portfolio, I was yielding in less than 24 hours. That really cemented my confidence in the product and the company - a confidence I hold to this day.”

For EZYield.com, confidence from clients like the Postcard Inn is essential, as is their own confidence in the service they are providing to the hotel industry. It includes the confidence to reinvest in their technology for the benefit of hoteliers and continuously improve it based on customer feedback, as well as the confidence to integrate with the most online distribution channels around the world and to provide the best possible customer service.

“With EZYield.com, I have much more time to examine data and trends that affect my approach to revenue management,” stated Zerr. More than being a channel manager, EZYield.com allows me to study, react very quickly and make sure we are continuously maximizing our revenues.”

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The importance of rate parity, whether for one property or multiple properties, is a major reason that hoteliers around the world choose EZYield.com. The Postcard Inn's experience in achieving rate parity just 24 hours after implementation is a testament to its growing global appeal.



“The Postcard Inn is a beautiful property and it’s easy to understand why people travel across the globe to dip their toes in the sand,” stated Ed St. Onge, CEO of EZYield.com. “Jaci is an extremely knowledgeable hospitality professional, and we are honored that she continues to use our solution and have the confidence to tell others about it.”

For more information, please contact EZYield.com sales at +1 407.629.0900, via email [sales@ezyield.com](mailto:sales@ezyield.com) or visit [www.ezyield.com](http://www.ezyield.com).

**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](http://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](mailto:adam@planapr.com).