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FOR IMMEDIATE RELEASE:

For Prime Hotel Group, Efficiency Equals EZYield.com

From proactive customer service to detailed allotment activities and yields, EZYield.com leads to easier revenue management for Miami Beach properties

Winter Springs, Fla. — May 27, 2010 — EZYield.com, the original SaaS technology platform for channel management and reservation delivery technologies, today announced that after one year of using EZYield.com, the Prime Hotel Group has experienced substantially increased revenues for their three Miami Beach properties. Because the numerous concerns associated with manual entry have been eliminated, Ros Gottuso, general manager of Prime Hotel Group USA, has been able to leverage the revenue management efficiencies provided by EZYield.com.

“My life is easier with EZYield.com,” quipped Gottuso. “I have numerous other responsibilities in addition to being the GM, so being able to quickly process rate changes and allotments efficiently and immediately when I need to is an incredible advantage. That peace-of-mind was never possible with manual entry. When speaking with other managers who are interested in channel management, without hesitation I always tell them to go with EZYield.com.”

While EZYield.com’s SaaS-based technology offers all the convenience and speed that hotel general managers and revenue managers are looking for, the customer service that is available from EZYield.com’s knowledgeable and professional representatives provides an additional benefit, allowing hoteliers to realize the complete suite of benefits behind the technology.

“For me, customer service is what really differentiates EZYield.com from their competitors. For example, with other systems we used to get rate parity issue e-mails repeatedly from some of our contracted websites, and I couldn’t understand what was going on, because I always double-checked my submissions. After switching to EZYield.com and through careful investigation by EZYield.com’s

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customer service team, they found the answer and solved the problem quickly and efficiently. To this day, no more parity issues!” stated Gottuso.

With nearly 3,000 properties in 75 countries around the world using EZYield.com’s channel management technology, the company places an incredible amount of importance on their ability to cater to the needs of all types of hotel organizations.

“Every day we strive for the credibility that comes from our hotel clients realizing definitive and positive results with our technology,” stated Ed St. Onge, CEO of EZYield.com. “That’s how EZYield.com defined what channel management should be, and why we will continue to be the leaders. Everyone at EZYield.com is passionate about results, and that passion permeates everything we do.”

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

About EZYield | EZYield is the originator and industry leader of automated online distribution management solutions for the worldwide 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 500 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.