



For more information, contact:

Debi Moses
Director of Sales, EZYield
dmoses@EZYield.com
Tel: +1.407.629.0900



Media Inquiries, contact:

Andrea Roland
Plan A Public Relations & Marketing, Inc.
andrea@planapr.com
Tel: +1 407.905.0608

FOR IMMEDIATE RELEASE:

EZYield.com Delivers Time Saving Channel Management Solution For Rembrandt Hotel & Towers Bangkok

SaaS platform enables efficient Internet business model for luxury 407-room property in Thailand

Winter Springs, Fla. — March 17, 2010 — EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, today announced the addition of Rembrandt Hotel & Towers in Bangkok, Thailand, to its growing list of worldwide clients. After thoroughly testing the EZYield.com system, Jackson Ferguson, marketing manager for Bangkok Hotel & Towers, says the technology “maximizes manpower.”

Located in the Sukhumvit district, the heart of Bangkok’s central business and entertainment center, the Rembrandt completed an extensive renovation in July 2009. As the time approached for the unveiling of the redesigned property, executives began taking a closer look at online channel management in order to effectively manage rates and inventory across their online channel network. The criteria for the system called for a simple interface; compatibility with various OTA, wholesaler and tour operator models; and the elimination of manual data entry on multiple sites.

“If I were to go into the 26 different extranets that I currently control through EZYield.com, it would take me 26 times the amount of time or even longer,” stated Ferguson. “Before, I needed extensive spreadsheets because OTAs, wholesalers, and tour operators all have different mark-ups and business models. Now, all of it is automatically calculated in the system.”

-- more --

Rate parity among the disparate systems requires more than just yielding rates. It requires authentication that the rates are correct when seen by potential consumers and operators. This is another segment in which EZYield.com excels.

“The simplicity of the system makes it quite easy and flexible to work with,” continued Ferguson. “You can double check live rates at anytime with the Companion Report tool. Also, when I add a new site I can always double check to see if the room types and mark-ups are properly linked using the same tool.”

For EZYield.com CEO Ed St. Onge, the success experienced by Rembrandt Hotel & Towers means the solution he helped develop is working for hoteliers. “We take common sense approaches to make distribution easier. That’s our promise to Jackson, to his hotel and to the other 3,000 properties worldwide that are using our technology.”

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

About Rembrandt Hotel & Towers Bangkok | A member of Warwick International Hotels, the Rembrandt Hotel & Towers Bangkok features 407 luxurious guest rooms and suites. The property is centrally located just 25 kilometers from the Bangkok International Airport and a 5-minute drive from the Queen Sirikit Convention Centre. With a fully equipped Business Centre, wireless and wired broadband Internet connectivity and a choice of meeting rooms for up to 750 participants, the Rembrandt Bangkok is the preferred choice among business travelers to the area. It also offers a fully equipped gymnasium, swimming pool, and a variety of spa treatments at the Spa at Rembrandt. Famous attractions, shopping and entertainment venues are all located close to the Hotel, also including Chinatown Bangkok, the National Museum, the Emerald Buddha and the Grand Palace. For more information, please visit www.rembrandtbkk.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.

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.