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FOR IMMEDIATE RELEASE:

Swiss-Belhotel International to Implement EZYield's Channel Management Solution at 20 New Properties in Asia Pacific and the Middle East

Prestigious hotel management company signs agreement to implement industry leading solution within its growing global portfolio

Winter Springs, Fla. — March 15, 2011 — Swiss-Belhotel International, an award-winning Hong Kong-based hotel management company, has selected EZYield's industry leading channel management solution for implementation at 20 new properties in the Asia-Pacific and Middle East regions. EZYield, the originator of automated online distribution management solutions for the worldwide hospitality industry, will provide its channel management system for Swiss-Belhotel International as it continues its rapid worldwide expansion.

Swiss-Belhotel International's properties are located throughout Asia Pacific and The Middle East, including Sydney, Bali, Jakarta, Dubai and Doha, among others. The EZYield channel management system will allow revenue managers to access its web-based platform to automate rate and inventory updates simultaneously to more than 550 onward distribution channels, 24 hours a day, ensuring rate parity and delivering incremental revenue and valuable time savings.

"EZYield's channel management solution includes many intuitive features that help us maximize the efficiency and accuracy of our distribution process," said David Lusteaux, Group Director of Sales & E-Commerce for Swiss-Belhotel International. "It reduces hours of manual data entry to just a few simple mouse clicks. Their user-friendly interfaces and exceptional service set them apart from the competition,

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and choosing them as our channel management partner was a strategic decision in our continued growth.”

The EZYield platform includes built-in safeguards like minimum and maximum rate limits, preventing catastrophic data-entry errors. Such proprietary features, along with a 97% accuracy rate – the highest in the industry – have made EZYield the channel management solution of choice for more hotels and brands worldwide than any other yielding technology.

“Asia Pacific and the Middle East are exceptional growth markets for EZYield, as hoteliers in the region are becoming more familiar with the provable value proposition that has made us the world’s most popular channel management solution,” says Kevin Looney, Commercial Director, Asia Pacific and Middle East. “We look forward to a long-term relationship with Swiss-Belhotel International, helping the company achieve higher revenues, greater control and increased efficiencies.”

For more information about EZYield’s integrated distribution solutions, contact EZYield sales at +1 407.629.0900, e-mail sales@ezyield.com, or visit www.ezyield.com.

About Swiss-Belhotel International | Swiss-Belhotel International is a rapidly expanding international management company with over 60 hotels, resorts and projects globally. Founded in 1987 and headquartered in Hong Kong, Swiss-Belhotel International manages hotels in Asia Pacific and the Middle East including China, Vietnam, Philippines, Malaysia, Indonesia, Australia, Kuwait, Jordan, Oman, Qatar, Saudi Arabia, United Arab Emirates, Yemen and Kazakhstan. Ranked in the top 100 international hotel management companies and awarded as Indonesia’s Leading Global Hotel Chain and as most favourite 4-star hotel, Swiss-Belhotel International’s rapid expansion will see substantial growth in the Middle East, as well as focus on growth in China. For more information, visit www.swiss-belhotel.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.

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.

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