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FOR IMMEDIATE RELEASE:

EZYield Experiences Unprecedented Global Growth

Industry's original channel management technology provider continues worldwide expansion with enhanced product portfolio

Winter Springs, Fla. — February 16, 2011 — EZYield, the originator of automated online distribution management solutions for the hospitality industry, has realized an unprecedented level of global growth that reflects its ongoing commitment to provide integrated solutions, expanded product offerings, and exceptional customer support to hoteliers worldwide.

Throughout 2010, EZYield continued its strategic expansion into new geographic regions with an increased presence in Latin America and the Middle East. With the addition of 24 countries including Chile, Colombia, Morocco, Laos, The Kingdom of Saudi Arabia and Kuwait, more than 3,500 hotels in 97 countries now utilize EZYield's trend-setting technology solutions to increase the accuracy and efficiency of rate and inventory distribution to over 550 online channels. In the past year, EZYield also enhanced its product portfolio with the addition of several integrated solutions to its enterprise SaaS platform, including *RezDelivery* (automated delivery of reservations directly into a hotel's PMS/CRS system), *RoomRez* (a proprietary web booking engine) and ARI (availability, rates and inventory) integration from a variety of PMS, CRS and Revenue Management vendor solutions.

An unwavering commitment to provide exceptional support to customers worldwide led to a record number of ARI updates through EZYield's web-based platform. In December, EZYield crossed the 10 million updates threshold with a record 11 million processed in a single month. In total, more than 89 million ARI updates were processed in 2010 with a 97% accuracy rate, the highest in the industry as confirmed by leading Online Travel Agencies (OTAs), and a reflection of the continued confidence in the EZYield solution by hoteliers worldwide. Several

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internationally recognized hotel groups including: Sol Melia Hotels & Resorts; H10 Hotels; Moevenpick Hotels & Resorts; Centara Hotels & Resorts; ACHAT Hotels; Aston Hotels & Resorts; Langham Hotels International; The Park Hotels, India; and Grupo Habita chose EZYield's integrated solutions in 2010 to help manage their property portfolios.

"The growth and success EZYield has experienced over the past year is due to the vision and direction of our exceptional ownership group," said James Filsinger, EZYield's CEO. "With our new executive management team, we look forward to building on that momentum in 2011 and beyond by providing hoteliers around the world with new and innovative solutions that simplify their daily lives."

EZYield will be showcasing its distribution technology product portfolio at ITB in Berlin, March 9-13, 2011. For more information, visit EZYield at ITB, **Hall 10.1, Booth 111**, contact EZYield sales at +1 407.629.0900, e-mail 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.