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FOR IMMEDIATE RELEASE:

James Filsinger Appointed Chief Executive Officer of EZYield

Seasoned travel industry executive with proven success in global startups and Fortune 500 companies to lead the industry's leading channel management platform

Winter Springs, Fla. — November 8, 2010 — [EZYield](http://EZYield.com), the originator of automated online distribution management solutions for the worldwide hospitality industry, announces the appointment of James Filsinger as the company's new chief executive officer.

A veteran of more than 14 years in the travel industry, prior to joining EZYield.com, Filsinger held the position of chief executive officer and general manager for Moneydirect Ltd., an international joint venture between Sabre Inc. and Amadeus IT. As launch CEO, he successfully led the organization through an aggressive global expansion to proactively address changing market conditions and anticipate client needs and requests for future product and service capabilities. Leading a diverse team, Filsinger dynamically managed the potentially competing factions to align vision, establish a firm foundation for business operations, and position the company for future growth. Previously, he spent 12 years with Sabre in a variety of roles, including vice president of new business ventures—where he led a highly motivated group that identified, evaluated and executed new strategic business opportunities, mergers and acquisitions—director of strategic marketing, director of ecommerce strategy and business and technical planning.

"James brings a unique perspective to our company," says Ed St. Onge, founder and former CEO of EZYield.com, who has now assumed the role of Executive Chairman. "With his expertise in both domestic and international business, as well as experience with entrepreneurial and large corporate environments, we believe he's the right candidate to propel EZYield to the next level and beyond. We've been very fortunate to see our enterprise grow

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rapidly over the last several years, and now is the time to bring in a proven business leader who can provide the necessary level of organizational discipline, structure, and strategic planning that a company of our size demands, all while recognizing our need to be adaptable and fluid. We are excited to have James lead our team."

After spending nearly two years living in France, Filsinger is familiar with the intricacies and cultural distinctions of a global firm. "One exciting aspect of joining EZYield is the opportunity to propel our growth not only in North America, but internationally as well. Our best-in-class solution portfolio is extremely well suited for virtually any hotelier in any corner of the globe," he says. "Further, as EZYield has grown up into a full-fledged industry leader, I am excited to enhance and expand our operations through all available opportunities, whether that be structurally, organically, or via a robust investment plan. Lastly, my appointment as CEO allows Ed to focus on what he does best: visionary, out-of-the-box, research and development thinking that is the cornerstone of EZYield."

Filsinger, who recently relocated to EZYield.com's headquarters in Winter Springs, Florida, holds a bachelor's degree in accounting and a master's of business from Washington State University. For more information, please contact EZYield.com at +1 407.629.0900 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.