



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 Introduces Mick Talbot as Representative to the United Kingdom and Ireland Markets

Addition of seasoned online travel industry executive leads EZYield.com's expansion in highly competitive markets

Winter Springs, FL. — June 3, 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 Mick Talbot to lead EZYield.com's expansion in the United Kingdom and Ireland markets. Based in Surrey, UK, Mick is a former director for an international OTA and former director and VP for InterContinental Hotels Group. Mick brings his professionalism and experience to a growing EZYield.com international sales team.

"EZYield.com's products are specifically designed to deliver solutions to the day-to-day rate and distribution needs for hotels, because the EZYield.com product mix can be adjusted to meet changing distribution strategies," stated Talbot. "I've been in the same position that many of the clients I speak with are currently in. They want a product that is reliable, will save them time and effort, and can produce returns on their investment. EZYield.com does all of those things and more."

Over the past 12 months, online sales traction has seen a dramatic increase in international markets. Especially in regions as competitive as the UK and Ireland, EZYield.com has proven its worth to hoteliers because of the number of XML connections to OTAs, and language and currency translation features.

"EZYield.com continually invests in its technology, and one of those forms of investment is choosing the right people to represent our company," stated Ed St. Onge, CEO of EZYield.com. "Mick is credible, intelligent, and has the experience to know how much hoteliers benefit from using our solutions. He is a valuable addition to the team, and we're proud to have him representing EZYield.com."

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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.