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FOR IMMEDIATE RELEASE

**The Lindner Hotel Group selects EZYield's Fuzionlink for Online Channel Management**  
*Proven Performance and Best in Class Service Drive Partner Selection*

**Orlando, FL (September 14, 2011)** -- Lindner Hotels, a leading German hospitality group, has chosen to partner with EZYield, the premier global provider of [distribution management solutions for hotels](#). The group will be installing EZYield's Fuzionlink channel management across their entire portfolio, comprising 34 prestigious hotels and resorts in Germany, Austria, Belgium, Switzerland and Spain.

The Lindner Hotel Group [manages rates and availability](#) for its 4,760 rooms across a growing number of global and regional web channels. Prompted by the increasingly complex process of managing these channels across the expanding chain, and wanting to pursue a more strategic approach to channel management, Lindner decided to solicit the market for an [automated channel management solution](#). Following a comprehensive review of the market and a pilot project at the Dusseldorf Lindner Airport Hotel, Lindner was convinced that EZYield's Fuzionlink was the right solution to drive greater channel performance and pricing efficiency across the group.

Fuzionlink is the industry's leading channel management solution that enables hoteliers to update and manage all distribution channels simultaneously. Demanding efficient, targeted channel management, hoteliers using this comprehensive system appreciate the fact that rate structures are easily managed and rate parity across all online sales channels is ensured. Furthermore, Fuzionlink delivers greater online presence and consumer visibility of Linder's properties—to the right markets, through the right channels—with over 650 website connections worldwide. Fuzionlink is part of the Fuzion Hospitality Suite including the industry's most trusted channel management solution, integrated reservations delivery, and a proprietary web booking engine.

Gunnar van Hagen, Director of Corporate Operations and Central Project Management at Lindner, has been impressed by the functionality and ease of use of the EZYield solution. He said, "The simple operation and the associated time savings derived from Fuzionlink allow us to concentrate on strategically managing our online distribution channels, instead of spending time on the day-to-day tactics. After

trialling other channel management solutions, we were ultimately won over by the proven reliability of the system and EZYield's focus on customer service from account set-up and training to implementation and support from their regional market experts."

Commenting on the partnership, Jennifer Ranno, Vice President of Global Sales and Marketing, said, "Lindner is a successful family-run hotel group that has always been quick to recognize and implement new technologies and concepts in its hotels and resorts. And now with Fuzionlink, channel management in Lindner Hotels will reach new levels of efficiency and performance."

Ranno continued, "These are very exciting times for EZYield's expansion in Europe – the Fuzionlink implementation in a reputed regional brand like Lindner will certainly elevate awareness in the region of the value automated connectivity solutions can add to a hotel's operations and profitability. Our growth in Germany also reflects our commitment to support our customers wherever they need us—with best in class service and local support."

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#### **About EZYield**

Founded in 2002, EZYield is the premier global provider of online distribution management for hotels. EZYield helps hotels maximize efficiency and increase revenue by streamlining connections between multiple systems and booking channels. Its easy-to-use, web-based Fuzion Hospitality Suite features integrated hotel reservation delivery, a proprietary web booking engine and the industry's most trusted channel management solution. With an unmatched passion for service—combined with superior system performance, high security PCI Level 1 certification, systems integration and cloud computing expertise, and the largest distribution network of over 650 websites—EZYield delivers on the promise of worry-free distribution for hoteliers. More than 4,000 customers in 96 countries are served by the company's team of in-market experts with regional offices in the Americas, Asia Pacific, and Europe. For more information, visit [www.ezyield.com](http://www.ezyield.com).

#### **About Lindner Hotels & Resorts**

Top locations, pioneering communications solutions and an innovative range of wellness offers distinguish the 34 Lindner hotels and resorts. The family business (2,000 employees, €165.7 million in revenue in 2010) is one of the ten leading hotel chains in Germany. CEO Otto Lindner has received several awards for his pioneering approaches and hotel concepts, which range from the first multimedia and stadium hotels to, most recently, the first animal-park-themed hotel. For the Lindner Hotel BayArena, the first stadium hotel, he garnered the Hotelier of the Year Award. Under his auspices the number of Lindner hotels has tripled since 2000.