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FOR IMMEDIATE RELEASE

## **EZYield Continues European Expansion, Taps Industry Expert Tim James as New Regional Sales Director for UK and Ireland**

**Orlando, FL and London, UK (August 30, 2011)** EZYield, the premier global provider of distribution management solutions for hotels, today announced Tim James as its new Regional Director of Sales for the United Kingdom and Ireland. Experiencing rapid expansion in Europe—with special focus on its growing clientele in London—EZYield is adding to its experienced local team, who knows first-hand the hotel distribution and revenue management needs of this unique market.

Tim brings more than twenty years of experience in the travel and hospitality industries having worked for many well respected organizations including First Option Hotel Reservations, Corporate Reservations Service, and Expotel International. Most recently, Tim joins EZYield after eight highly successful years as Director of Sales for Travelclick where he was responsible for growing the region by 400% while providing on-going revenue management and competitive distribution strategy expertise to a broad array of clients ranging from Jurys Inn to Macdonald Hotels and Resorts.

Welcoming Tim to the EZYield team, Jennifer Ranno, Vice President of Global Sales & Marketing said, “EZYield is committed to ensuring that our products and solutions continue to meet the business needs of our customers throughout the European region. The talent and background of a senior sales professional such as Tim James confirms our determination to provide the best service—with the best people—to support our growing clientele. We are thrilled he has chosen to work with EZYield and we’re excited to have him play a key role in our continued global growth and expansion of the Fuzion Hospitality solutions.”

To help manage their increase in web bookings, Tim will work with hoteliers in the UK and Ireland to streamline processes and connect systems more effectively using EZYield’s Fuzion Hospitality Suite. The Fuzion Hospitality Suite is composed of three key solutions; Fuzionlink, the industry’s most trusted channel management system; Fuzionsync, an integrated reservation delivery platform; and Fuzionbook, a feature-rich hotel website booking engine.

Tim added, “EZYield has a ten-year history of pioneering industry-leading hotel distribution solutions and continues to lead the marketplace in terms of innovation, reliability and customer support. I am proud to be representing EZYield in what is one of the organization’s fastest growing regions.”

**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).

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