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Unprecedented Growth in Greater China Launches Partnership between EZYield and Compass Edge to deliver automated distribution management solutions

Deal brings the first Chinese-supported channel management solution to the region with Fuzionlink

Orlando, FL (September 06, 2011) – EZYield, the global leader in distribution management and connectivity solutions for hotels, today announced that it has joined forces with Compass Edge as its new reseller and channel sales partner in mainland China. The relationship opens up the world’s largest hotel growth market, which is forecasted to reach nearly US \$8 billion by 2012, to the rest of the world through a local language [channel management system](#) with connections to more than 650 OTA and third-party websites.

Managing the increasing number of OTAs that now are engaging with the Chinese market is a complex, relatively untried, and time-consuming task for local hoteliers. Regional and independent hoteliers wishing to participate with all the most important booking sites need a quick and failsafe way to ensure rate parity across all their channels. [Fuzionlink](#), the first channel management solution available in Chinese, will enable Chinese hotels to [manage rates, availability and inventory](#) across unlimited third-party sites through one easy-to-use web application.

“China has a rapidly emerging hotel industry which is being fueled by both international and domestic travelers. Given the relentless competition in the market, ensuring local hoteliers are maximizing their bookings has never been more important,” said Kevin Looney Managing Director, Asia Pacific and Middle East for EZYield. “We have teamed with a proven, well-respected technology and hotel marketing partner in China –one that not only intricately understands the hotel needs, online shopping behaviors and booking trends for the region, but is also embedded in the culture.”

Compass Edge is a regional service provider offering a broad range of technology solutions, online tools and marketing services to independent hotels across the Asia Pacific region. With a consultative approach, Compass Edge works with hotels to identify weaknesses in their electronic distribution and marketing strategies, then provide solutions that differentiate them, and ultimately enhance their performance. Their ability to provide in-country sales and support in the local language for China provides a strong service advantage to the region's hoteliers.

"There is a real need for locally supported distribution solutions in the Chinese hotel sector," commented Chantel Choa, Director, Compass Edge. "Through our partnership with EZYield to deliver Fuzionlink channel management to the local market, regional and independent hoteliers alike will now have access to the same technology used by leading brands in more mature markets around the world."

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About EZYield

Founded in 2002, EZYield is the global leader in distribution management and connectivity solutions 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.

About Compass Edge

Compass Edge is a consulting-focused service provider offering comprehensive products and services from best-of-the-breed vendors based on the needs of independent hotels in Greater China. Our main objective is to assist hotels to identify the missing parts in their electronic distribution and marketing strategy and provide them with solutions so they can compete in the global marketplace. To learn more, please visit www.compass-edge.com.