



US Press Contact:
KPA Marketing & PR
Katrina Pruitt-Andrews
kpandrews@comcast.net
Tel: + 1 301 704 4087

European Press Contact:
Mulberry Marketing Communications
Daniela Kirchhubel
dkirchhubel@mulberrymc.com
Tel: +44 (0) 20 7928 7676

FOR IMMEDIATE RELEASE

Grecootel Group Implements EZYield's Fuzionlink for Best of Breed Hotel Distribution Connectivity Solution

Flawless Integration Seals First Deal for EZYield's New Regional Distribution Partner Sysco

Orlando, FL (September 22, 2011) EZYield, the premier global provider of distribution management solutions for hotels, today announced that the N. Daskalantonakis Group, including Grecootel Resorts and Classical Hotels, has selected its [Fuzionlink channel management solution](#) for deployment across its portfolio of luxury hotels. The deal is the first major joint success following the recent appointment of Athens-based Sysco S.A. as the official reseller of EZYield's [Fuzion Hospitality Suite](#) throughout Greece and the Balkans.

Fuzionlink is being used by Grecootel & Classical hotels to [manage rates, availability and inventory](#) across unlimited third-party sites through one easy-to-use web application. The largest upmarket Greek hotel chain—with a portfolio of 30, four and five star properties—chose EZYield's Fuzionlink for its proven performance, system reliability, and 97% data update accuracy which is the highest in the industry. The N. Daskalantonakis Group will also take advantage of Fuzionlink's ability to provide access to new revenue channels and help maintain rate parity across the web.

“To remain competitive in this dynamic market, we have to ensure that our rates are accurately displayed across all relevant web channels and that inventory allocation is current—without question,” said Dimitris Hondros, Director of Sales Administration for Grecootel. “When searching for an automated channel management system, we wanted the best solution in the category – one that would integrate flawlessly with our existing CRS, PMS and RMS technologies, provide robust functionality, plus deliver the performance and reliability we require. With the tools and expertise of EZYield, we experience best in class distribution management across the widest range of local and global channels with complete confidence and peace of mind.”

The N. Daskalantonakis Group was also the first hotel group to capitalise on EZYield's deeper commitment to the Greek marketplace, following the distribution partnership agreement with Sysco. EZYield selected Sysco for its' quality track record and experience in developing and implementing operating systems and

revenue management software applications for its very strong network of accommodation providers in the region.

Commenting on the partnership, Charis Filaretopoulos, Managing Director of Sysco, said, “We are delighted to be working with EZYield towards our goal of bringing world-class hospitality connectivity solutions to Greece and the Balkan region. Now with the Fuzion Hospitality Suite in our portfolio, we can help local hoteliers act more strategically and reach more consumers in order to grow their businesses and improve their operational results.”

Fuzionlink is the industry’s first automated channel management solution and remains the most trusted solution with 4,000 users worldwide. It delivers greater online presence and consumer visibility through the industry’s largest network of over 650 website connections worldwide. Fuzionlink is part of the Fuzion Hospitality Suite including Fuzionsync, an integrated reservations delivery platform, and Fuzionbook, a feature-rich proprietary web booking engine.

###

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.

About Sysco S.A.

Sysco S.A. is one of the largest and most reputable suppliers of integrated IT solutions (Information Technology Integrators) in the Hospitality market in Greece, Cyprus and the Balkans. Founded in 1984 by executives with extensive experience in providing integrated solutions in the field of computerization of Hotel and Food Business, and is based on the most modern platform design and software development. Today Sysco supports more than 300 major installations in Hotels and Restaurants and is the exclusive distributor of the world’s largest Hotel Software Company, InforSoftbrands (formerly Hotel Information Systems- HIS), with more than 10.000 installations worldwide. Sysco S.A. is the only Greek distributor of EZYield solutions. For more information, visit www.sysco.gr.