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FOR IMMEDIATE RELEASE

Millennium & Copthorne Hotels Drives Higher Revenues with Fuzionsync, EZYield's 2-Way Integrated Reservations Delivery Solution

New CRS and RMS integration delivers optimally priced reservations from booking sites worldwide

Orlando, FL (November 17, 2011) With a portfolio of luxury 4 -star properties across Europe, Millennium & Copthorne Hotels - Europe has sought a best-of-breed [hotel connectivity solution](#) that not only delivers high performance but also matches their service standards. The prestigious hotel group turned to EZYield, a TravelClick company, expanding their existing partnership to implement the [Fuzionsync Reservations Delivery](#) solution to automate third-party reservation processes.

Fuzionsync will provide Millennium & Copthorne Hotels with [two-way connectivity](#) between the hotel chain's reservation system, revenue management system and its online distribution channels, such as Booking.com, Expedia, Orbitz, Hotel.de and Lastminute.com. With all systems integrated, Millennium & Copthorne Hotels will optimize pricing, maximize inventory, and drive higher revenue while improving operational efficiencies across its portfolio of European hotels.

Up-to-the minute rate decisions will be entered directly into Fuzionlink from the revenue management system, and then Fuzionlink will simultaneously update all third-party websites with current data. Reservations will be delivered from dozens of OTAs and third-party websites through the Fuzionsync interface directly into the hotels' reservation systems. Guest data from all of the hotels' key business platforms, with an accurate inventory status, will be instantly accessible to hotel staff.

Millennium & Copthorne Hotels - Europe is currently using EZYield's [Fuzionlink channel management](#) tool to connect its hotels with a selection of OTA websites worldwide. The success of that system led to the selection of Fuzionsync for the chain's integration needs.

"We realized we could increase efficiency and ensure data quality with automation. Our current method is particularly labor intensive," explained Nayan Peshkar, Regional Director of Revenue Management &

Electronic Marketing - Europe. “With the real-time view of availability we will have with Fuzionsync, we can implement immediate actions to fill empty rooms, maximize occupancy and improve yield. Fuzionsync’s secure and accurate data flow eliminates any booking discrepancies which can impact customer service. With the automation of this labor intensive process, hotel staff will be able to focus on maximizing all revenue opportunities.”

“Millennium & Copthorne Hotels is known for progressive revenue management strategies and this integration through Fuzionsync will elevate them to the next level of sophistication and market leadership,” said Jennifer Ranno, Vice-President of Global Sales and Marketing at EZYield. “We’re proud to be entering the next stage of our relationship with them, as it symbolizes our expanding role in the market – evolving from the trusted partner in channel management to the preferred provider of full data systems integration.”

About EZYield

EZYield, a TravelClick company, is the premier global provider of smart solutions that streamline hotel distribution. Founded in 2002, EZYield helps hotels boost revenue and increase efficiencies 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.