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FOR IMMEDIATE RELEASE

IDeaS Expands Reputation Pricing Solution, Partners With Revinate to Integrate Social Media into Pricing

Joint partnership drives revenue opportunities by integrating online rating and review information into pricing decisions

MINNEAPOLIS – May 28, 2015 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced a strategic partnership with hotel reputation company Revinate, empowering customers of both companies to leverage online reputation data for better pricing power.

By integrating Revinate Online Reputation Management data into IDeaS Reputation Pricing solution, IDeaS and Revinate customers can take advantage of the intricate relationship shared between online reputation and hotel room pricing for smarter, more profitable revenue management.

"Reputation data is crucially important for today's hoteliers, for improving guest experiences and communicating their value to guests worldwide. It's only now that hotels can leverage this data further and utilize their online reputation for making pricing decisions, at the point of decision-making," said Sanjay Nagalia, chief operating officer at IDeaS. "By truly integrating Revinate's leading reputation platform with our Advanced Revenue Management Solutions, our customers have the opportunity to leverage even more data for better and more powerful pricing."

"Revinate is excited and proud to partner with a pioneer like IDeaS, bringing our solution to even more hoteliers around the world," said Jay Ashton, chief executive officer at Revinate. "Our goal is to make Revinate's data interoperable across key hotel systems, and this partnership will allow users to better understand the correlations between reputation and revenue, and identify opportunities for improved pricing."

A key function of IDeaS Revenue Management System (RMS), IDeaS Reputation Pricing solution provides revenue managers with an additional layer pricing power—Reputation Best Available Rate (BAR). IDeaS Reputation Pricing solution also provides market specific visualization for a hotel's pricing against its reputation positions, based on Revinate's powerful reputation platform. Benefits of combining these data streams include the ability to identify, validate and quantify the revenue opportunity of reputation impacted pricing.

IDeaS Reputation Pricing solution optimizes and aligns a hotel's BAR price with guests' knowledge, expectations, and willingness to pay—at the point of purchase—by working with reputation data leaders like Revinate. Click here for more information about IDeaS' integration with Revinate, as well as other leading reputation management companies.

About Revinate
Revinate helps hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers. Using guest data combined with our marketing engagement platform, hotels can better understand and engage their audiences, increasing loyalty and revenue. Revinate is venture-backed by leading VC Firms, Benchmark

Capital, Formation 8 and Tao Capital. Headquartered in San Francisco, with offices in New York, Amsterdam, Singapore, Cape Town and Sydney. Revinate counts 25,000 of the world's leading hospitality brands as customers. To learn more, please visit www.revinate.com or email info@revinate.com.

About IDeaS
With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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