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IDEaS Selected by ShenzhenAir Hotel as Revenue Management Solutions Partner to Drive Profitability

CHINA – JULY 1, 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Shenzhenair International Hotel Shenzhen, a flagship hotel of Shenzhenair Hotel Management Co., Ltd., is working with IDEaS to implement industry best practice revenue management technologies and strategies which will ensure that the hotel is able to better adapt to market changes and drive growth.

Shenzhenair Hotel Management Co., Ltd. is a subsidiary company owned and invested by Shenzhen Airlines, and is responsible for the development of hotels under Shenzhen Airlines. In working with Shenzhenair International Hotel's business, IDEaS will examine the hotel's current business processes and approach to pricing, and provide the hotel with specialized revenue management training.

Shenzhenair International Hotel will also be implementing IDEaS Virtual Revenue Management Support (VRMS). VRMS was designed by IDEaS specifically for hotels who are confronted with a lack of internal revenue management resources. This will enable Shenzhenair International Hotel Shenzhen to quickly secure the support of an experienced revenue management consultant. This seasoned professional is going to follow through the hotels' revenue management strategies, train their relevant

employees along the way to ensure a deep revenue performance culture while maintaining the performance momentum of the hotels.

“IDeaS offers a targeted mix of revenue management technologies and consulting services which will help us optimize revenues now and into the future. We are looking forward to enhancing our partnership with IDeaS and building a sophisticated revenue management culture for our hotel,” said James Liao, the DOSM of Shenzhenair International Hotel Shenzhen.

“IDeaS is proud to be working with Shenzhenair Hotel Management Co., Ltd. to enhance the revenue performance of their flagship hotel. IDeaS Consultants bring with them a wealth of knowledge, experience and resources that would normally be inaccessible or too expensive for many operations and they will be central to helping grow a revenue management culture within Shenzhenair International Hotel Shenzhen. We look forward to a long partnership with Shenzhenair hotels,” said Michael Yin, Head of Sales – Greater China, IDeaS Revenue Solution.

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About IDeaS

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with a global technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.