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FOR IMMEDIATE RELEASE

Restel Hotel Group Looks to IDeaS as Finland Recovers from Recession

***IDeaS RMS to be implemented in a further five of the group's assets
including its Helsinki and Tampere properties***

London – JANUARY 14, 2014 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Restel Hotel Group has implemented IDeaS Revenue Management System (RMS) in a further five of its key properties as they look set to recover from Finland's recession.

Restel Hotel Group has 49 hotels and a reputation for providing hotel accommodation with good service for holidaymakers as well as business travelers and conference attendees. With a clear strategy for recovery in 2014, Restel continues to invest into revenue management with IDeaS RMS now in eight of its properties. IDeaS RMS provides Restel with up-to-date, robust forecasting and daily optimized pricing decisions which the solution will then efficiently and quickly distribute the hotel's best available rate (BAR) and other controls to distribution channels, eliminating the need for Restel's revenue managers to manually enter the data.

"It was clear that in order to make significant and positive steps towards recovery, we needed to capitalize on technological progress, rolling out IDeaS RMS to a further five of our properties including properties in the capital Helsinki and Finland's second largest city, Tampere, was an absolute necessity. We

needed a fully-automated revenue management system to provide optimal pricing— allowing our revenue managers to spend less time analyzing data and more time on developing revenue enhancing strategies, that improve our bottom line,” explained Markku Mäkipää, Business Development Director at Restel.

“I have seen first-hand the extensive capabilities of IDEaS RMS and how it delivers better revenue for hotels, so I am confident that the solution would be equally instrumental in the future success of our business,” Mäkipää added. “To find a solution that enhances our overall strategy, provided by a company with the sustainability credentials of IDEaS, IDEaS RMS continues to be the ideal solution for us,” states Mäkipää.

Fabian Specht, EMEA Managing Director at IDEaS, commented: “We are thrilled that Restel Hotel Group have chosen to implement IDEaS RMS in a further five of their key properties and we look forward to continued growth together.”

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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.

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