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FOR IMMEDIATE RELEASE

### **TravelCLICK and IDEaS Team Up to Provide Integrated Product for Joint Clients**

*RateVIEW Decision Support Data Now Accessible Within IDEaS Revenue Optimization Solution*

Chicago, IL and Minneapolis, MN – October 12, 2005 – TravelCLICK and Integrated Decisions and Systems, Inc. (IDEaS) today announced new functionality that integrates TravelCLICK's RateVIEW data into IDEaS Revenue Optimization solution.

This capability will equip hoteliers with the ability to more efficiently and profitably manage their pricing and distribution. The bundling of TravelCLICK's RateVIEW information within IDEaS Pricing and Channel Management functionality allows hoteliers to access their competitive rate data in a fast and easy way and then use that information to influence pricing. Applying RateVIEW's reliable competitive rate-shopping information from more than 130 travel, brand and GDS sites, properties can now make more informed decisions, generating greater revenue results.

IDEaS is the only revenue management solution that allows competitive rate data to influence its decision algorithms as defined by the hotelier themselves. This level of tuneability is a breakthrough for hoteliers that want a 360° view of their operating environment.

"TravelCLICK and IDEaS share a common vision when it comes to serving our respective client bases," said Joseph Martino, Senior Vice President for IDEaS. "The joint work we have done has been highly valuable for our clients. As a result we are looking to the future to define further ways we can innovate to serve the needs of the client."

"We continue to focus on providing our clients with competitive intelligence in ways most conducive to their business processes," said Scott Farrell, Vice President of Product Management at TravelCLICK. "Bundling these two valuable applications to create a single, powerful solution demonstrates how the marriage of data and technology can support operational-level decision making. By allowing our

clients to apply more of our solutions in conjunction with their business processes, they will be equipped with unrivaled capabilities to improve market share and maximize revenues.

### **About TravelCLICK**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profits from electronic distribution channels. The company's iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information, and the company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 8,000 customers in more than 140 countries.

### **About IDEaS**

Integrated Decisions and Systems, Inc. (IDeaS) is the leading provider of hospitality focused pricing and revenue optimization solutions. IDEaS products offer award-winning technical innovation paired with unsurpassed personalized support. Our products are specifically designed to provide hoteliers with a clear vision to their data, thereby giving them greater control over their business.

IDeaS primary market focus is the global hospitality industry. The company's clients include some of the most-prestigious companies in the world, including InterContinental Hotels Group, Hyatt International, Hilton International, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Mövenpick Hotels and Resorts, Shangri-La, Kempinski Hotels & Resorts, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, Vail Resorts, Wynn and Gaylord Entertainment properties, such as Gaylord Opryland.

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