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FOR IMMEDIATE RELEASE

TravelCLICK and IDEaS Deliver Dynamic Pricing

ChannelDirect enables hotels to maximize RevPAR with real-time pricing optimization

CHICAGO (March 13, 2008)—TravelCLICK, Inc. the leading provider of hotel emarketing, and IDEaS, the leading provider of revenue management solutions, today announced integration of TravelCLICK's ChannelDirect and IDEaS V5i[™] Revenue Management Solution. Hoteliers can accept pricing recommendations from the IDEaS system and quickly distribute them across all channels using a single web-based user interface. Now any of TravelCLICK's more than 1,000 ChannelDirect clients using IDEaS can push optimal pricing out to 120-plus third-party websites in real-time—a key capability in the increasingly fragmented international distribution market. The integration gives hoteliers immediate control of pricing decisions that maximize revenue per available room (RevPAR) and drive hotel profitability.

“TravelCLICK has enabled us to improve the competitive position of hoteliers worldwide. Their unique niche of serving the full emarketing and distribution needs of hotels provides a solid foundation for revenue management best practices,” said Linda Hatfield, IDEaS Vice President, Product Management. “Working together, our two companies enhance the ability of our fast-growth clients to compete more effectively and maximize every revenue opportunity.”

The seamless integration requires no additional data entry, minimizing pricing time to market and errors. As a web-based service, application updates are real-time and there are no costly hardware add-ons. And the “plug-and-play” ease enables hoteliers to benefit quickly, with no disruption of service and minimal training.

“Integration between IDEaS and ChannelDirect provides enhanced value for clients of our iHotelier central reservation system,” said Jeff Bzdawka, Chief Operating Officer at TravelCLICK. “Now they not only have a high-conversion booking engine with award-winning iStay, but also have the option to dynamically control pricing to maximize bookings through all online sources, including their direct website.”

About IDEaS

Integrated Decisions and Systems, Inc. (IDEaS) is the premier provider of enterprise revenue management and optimization solutions. By providing Forecasting, Optimization and Pricing solutions and consulting, coupled with IDEaS' On Demand Software as a Service (SaaS) applications, IDEaS can help make an immediate impact on company revenue and profitability.

IDEaS' goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate, and react to consumer behavior in order to maximize companywide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDEaS maintains global technology, support, sales, and distribution offices in North and South America, the United Kingdom, Europe, Africa, Middle East, Australia, and Asia. For more information, visit www.ideas.com.

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of emarketing solutions that help hotels sell rooms smarter and drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a total solution including reservations and distribution management, market intelligence-based decision support, and hotel marketing services. Serving the hospitality industry since 1999, TravelCLICK has more than 12,000 customers in 140 countries and is headquartered in the Chicago area with offices in Barcelona, Dubai, Houston, Melbourne, Phoenix, Shanghai, and Tokyo.