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**For Immediate Release**

**TravelClick Acquires Leading Channel Management Provider EZYield**

*Superior offering improves hotels' ability to grow distribution reach and manage reservations electronically*

NEW YORK – November 8, 2011 –TravelClick ([www.TravelClick.com](http://www.TravelClick.com)), the leading global provider of revenue generating solutions for hoteliers, announced that on Friday, November 4, 2011, the company acquired EZYield, the premier provider of distribution management solutions for hotels.

EZYield's integrated solutions suite allows hotels to send and update availability, rates and inventory on more than 650 travel websites via a simple online portal, as well as electronically receive reservations directly into hotels' data management systems. EZYield's products will continue to be offered as standalone solutions. Over time, the products will also be integrated into TravelClick's iHotelier central reservation systems – as well as other property management systems (PMS) and central reservations systems (CRS) – so hotels can manage rates, inventory and reservations simply and simultaneously across all their distribution channels.

“Third party distributors, such as Online Travel Agencies, are a critical source of revenue for hotels, and TravelClick is committed to bringing its customers the best global channel management solution to maximize revenue through these channels,” said Larry Kutscher, chief executive officer of TravelClick. “EZYield is the clear leader in this space due to its best-in-breed platform and technology, the large number of distribution channels it serves and its outstanding team. Together, our combined company



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will provide hotels with the unparalleled opportunity to manage rates and inventory across all channels through a single platform.”

James Filsinger, former chief executive officer of EZYield, will lead TravelClick’s combined channel management business and report to Jonathan Cherins, executive vice president and general manager of reservations solutions. The company will remain in Orlando, Fla. where TravelClick also has a significant presence.

Mr. Filsinger said, “Over the years, EZYield has prided itself on innovating our technology to become the leader in channel management. By combining forces with TravelClick, we will have even more resources available to bring leading edge solutions to market, as well as a sales and distribution platform to deliver our products all over the world, enabling hotels to sell the most rooms at the highest possible rates.”

Jonathan Cherins, executive vice president and general manager of Reservations Solutions at TravelClick, said, “Hotels are faced with a complex set of distribution options. TravelClick has a unique set of tools that help hotels optimize their channel mix and maximize visibility on OTAs and other online booking channels. EZYield is the best product in the industry, and further strengthens our offering by providing hotels connections to more sales channels via an intuitive user interface, and seamless connectivity between a property’s data management systems and its online channels.”

Mr. Kutscher concluded, “The acquisition of EZYield reinforces our commitment to provide hotels with the best solutions available. By owning the best solution in the industry, TravelClick is now positioned to invest, integrate and quickly bring the most innovative solutions to the hotel industry.”

The McLean Group acted as the mergers and acquisitions advisor for EZYield on this transaction.

For more information please visit EZYields World Travel Market booth (TT160) or contact Lauren Holmes at [lholmes@travelclick.com](mailto:lholmes@travelclick.com).

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## **About TravelClick, Inc.**

TravelClick ([www.TravelClick.com](http://www.TravelClick.com)) is the leading provider of revenue generating solutions for hoteliers across the globe. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 140 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, London, Dubai, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us on [www.twitter.com/TravelClick](https://www.twitter.com/TravelClick) and [www.facebook.com/TravelClick](https://www.facebook.com/TravelClick).