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FOR IMMEDIATE RELEASE:

EZYield.com Expands Technology Offering and Global Presence with Acquisition of HotelProphets

Strategic acquisition deepens scope of proven channel management platform, creating a two way hotel distribution product

WINTER SPRINGS, FLA. — JUNE 23, 2009 — EZYield.com, the originator of automated online channel management solutions for the worldwide hospitality industry, today announced that they have completed the acquisition of HotelProphets, a Sydney, Australia-based provider of hotel distribution and online marketing technologies to the global market. The acquisition comes after a long-term partnership agreement between the two companies, and is intended to combine their industry leading hotel technologies into a comprehensive distribution product suite that will benefit their mutual hotel clients around the world.

In addition to the EZYield.com channel management solution that is utilized by over 2,500 hotels in 65 countries, the expanded company will now offer GDSCoconnect and RoomRez, two innovative online marketing technologies formerly marketed as part of the HotelProphets product line. GDSCoconnect is proprietary software that delivers hotel rates and inventories directly to over 600,000 travel agents via global distribution systems (GDS), including Galileo, Sabre, Abacus, Amadeus, and Worldspan. RoomRez is a unique booking solution that transforms a hotel's website into a fully transactional and secure interactive reservation system.

"The acquisition of HotelProphets is a natural progression in the ongoing relationship between our companies," stated Ed St. Onge, president of EZYield.com. "We are both innovators of our respective distribution technologies, and are highly specialized in our own areas. The acquisition creates a 'best of both worlds' scenario for our mutual clientele, since the technologies will now work even more seamlessly together, yet continue to offer independent functionality. The combination of our global resources and sales and service operations will also create increased efficiencies that will add value for our clients around world and allow us to better serve them."

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The company will continue to operate as EZYield.com, with corporate headquarters in Winter Springs, Fla. Hotel Prophets' former Sydney, Australia office will become EZYield.com's international headquarters, and will serve clients in the Asia Pacific market. Ed St. Onge will continue his role as president of the expanded global operation. Other officers will include Henry Danish, CEO; Kim Stephenson, Corporate Director of Operations; and Chris Koudounaris, President/ Global Initiatives.

"I'm also excited to announce the appointment of Kevin Looney, our new Commercial Director of APME (Asia Pacific / Middle East)," continued St. Onge. "Kevin has over 20 years of distribution experience and expertise, and will be instrumental in our growth in the Asia Pacific market. We expect to double the infrastructure in that region over the next few months."

For more information, please contact EZYield.com sales at +1 407.629.0900 (press 1), email sales@ezyield.com or visit www.ezyield.com. You may also visit EZYield.com in booth #264 at HITEC 2009 in Anaheim, CA, from June 22-25, 2009.

Editor's Note: Electronic images are available by contacting Ryan Marks at Plan A Public Relations & Marketing, Inc. Phone: 407.905.0608 or e-mail: ryan@planapr.com.

About EZYield.com

Since introducing the world's first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, over 2,500 hotels in 65 countries utilize EZYield.com's advanced channel management software to streamline the distribution of rates and inventory to 430 forward distribution channels in multiple languages and 168 currencies. EZYield.com's ASP web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the America's, in order to provide continuous live support to their clients around the world. For more information, please visit www.ezyield.com.

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