



For more information, contact:
Debi Moses
Corporate Sales Manager
EZYield.com
sales@ezyield.com
Tel: 407.629.0900, then press 1

Media Inquiries, contact:
Ryan Marks
Plan A Public Relations & Marketing, Inc.
ryan@planapr.com
Tel: 407.905.0608

FOR IMMEDIATE RELEASE:

EZYield.com and Cendyn Agree To Technology Partnership

WINTER SPRINGS, FLA. — JUNE 17, 2009 — EZYield.com, the originator of automated online channel management solutions for the worldwide hospitality industry, has formed a technology partnership with Cendyn, the leading full-service interactive marketing agency for hotels and destinations worldwide. Through the partnership agreement, EZYield.com will provide Cendyn's customers with connectivity to onward distribution channels for updating rates and availabilities. The seamless integration between EZYield.com and Cendyn's eConnectivity™ platform will allow both companies to leverage property management system (PMS) connections developed by the other and provide additional PMS connections for Cendyn's booking engine, eBooker™.

"EZYield.com's technological leadership in helping hoteliers maximize the potential of marketing room rates and availabilities through forward distribution channels to consumers is unquestioned," stated Charles Deyo, president of Cendyn. "Their reputation for outstanding customer service and commitment to providing a product that solves hoteliers needs are philosophies we share at Cendyn, and I couldn't be more pleased about the integration between our companies."

Integral in the partnership is the agreement that both companies work together for the benefit of their mutual customers.

"A major benefit of Cendyn's customer relationship management (CRM) and Internet marketing solutions is that they are available on a single platform, providing a complete 360-degree view of each guest," stated Ed St. Onge, president of EZYield.com. "Through this partnership, Cendyn and EZYield.com now have the ability to offer our clients the most comprehensive distribution and marketing management system available."

Both EZYield.com and Cendyn are participating at this year's HITEC in Anaheim, CA from June 22-25, 2009. Visit EZYield.com at booth #264 and Cendyn at booth #284.

For more information, please contact EZYield.com sales at +1 407.629.0900 (press 1), email sales@ezyield.com or visit www.ezyield.com.

--more--

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 Cendyn – www.cendyn.com

Cendyn is a full-service interactive marketing agency established in 1996. Cendyn has won several prestigious industry awards for its design, innovation and marketing efforts.

Specializing in turnkey solutions for the travel and hospitality industry, the innovative products of this Boca Raton, Florida USA - based company are in use by more than 6,000 hotel and travel destinations worldwide. Cendyn provides highly personalized customer service and its comprehensive range of services include website marketing, website design, branding, search engine marketing, and many other interactive products such as eProposal™, eMenus™, eBooker™, eConnectivity™ and a powerful CRM Suite that includes eConcierge™, eSurvey™, eInsight™ and eContact™. For more information, please visit our website www.cendyn.com or call 561-750-3173. Let Cendyn show you how far an idea can go!

About EZ Yield.com, Inc.

Since revolutionizing hotel marketing in 2002 with the introduction of the world's first automated channel management solution, EZYield.com has remained the undisputed leader in online distribution technology. Today, over 2,000 hotel properties in 62 countries around the globe utilize EZYield.com's technologically advanced channel management software to simplify and streamline the distribution of rates and inventory. EZYield.com's dynamic web-based platform allows hoteliers to simultaneously manage all contracted websites through one easy to use interface, offering multiple languages and 168 currencies to 430 forward distribution channels worldwide. With headquarters in Winter Springs, Florida, EZYield.com maintains offices in the U.S., Australia, Germany, France, Spain and Italy. For more information, please visit www.ezyield.com or call 407.629.0900.

###