

Accor Hotels in Asia Go Live with EzRMS™

Five Hotels Successfully Launch System with Potential to Expand Across Asia Pacific

SINGAPORE, 19th January 2007 - Accor Asia Pacific has successfully completed the first phase of system implementation of the EzRMS™ Internet Product Suite at five strategic hotels in Singapore, Bangkok and Manila.

Plans to expand the launch to other hotels around Asia Pacific during 2007 are under consideration as initial expectations regarding product performance are met.

Accor Director of Pricing & Distribution – Asia, James Merchant said the group has been looking for an automated Revenue Management solution which could meet the needs of Accor's fast expanding hotel network in the region.

According to Mr Merchant, many systems have been scrutinized in detail by Accor Asia Pacific over the period of several years but failed to meet the company's stringent criteria.

“We considered a variety of options, but we had to be totally confident for a major system rollout throughout our region. EzRMS™ has given us this tool and we are very pleased with the commitment and flexibility of the EasyRMS team. They align the system to our strategic needs while integrating it with our complex distribution network in very short order,” Mr Merchant said.

“The first five hotel implementations within Asia have been completed to a very high standard with flawless deliveries– we envisage further system rollout to other properties within the coming months as these launch sites prove successful.”

EasyRMS Co-Founder and Managing Director Paul Margailan said the company was delighted to have Accor Asia Pacific on board as a launch client, their first such project in the region.

“Accor Asia Pacific is one of the world's largest hotel chains, and the group is rapidly expanding around the region. Asia as a destination is booming for the hospitality Industry and our systems are generating much excitement for companies operating in the region. It has tangible benefits for these high demand times.”

Accor Asia Pacific launched with five hotel sites in three Asian gateway destinations and so far these implementations have been a huge success. We very much look forward to further expanding this project throughout the year.”

Accor is the European leader in hotels and tourism, and global leader in corporate

services with operations in nearly 100 countries with 160,000 employees. It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses:

- Hotels, with the Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands: over 4,000 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, such as Lenotre;
- Services to corporate clients and public institutions: 21 million people in 35 countries benefit from Accor Services products, meal and food vouchers, people care, incentive and loyalty programs.

EasyRMS, founded in July 1999, and now with offices in London, Paris, New York, Calgary, Sydney, Singapore and Beijing, EasyRMS has become the global leader and provider of ASP Revenue & Yield Management Solutions within the hospitality sector. With more than 20 years of combined industry knowledge EasyRMS is dedicated to the introduction of new generation technology and procedures within the hospitality sector and aims to deliver these services to its Clients in an 'Ez and professional' manner.



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