

EasyRMS TIMES



London - 27 June 2007

London – 27 June 2007: Radisson Edwardian announce their agreement to implement the EzRMS™ Internet Product Suite, including the Budgeting (Ez-BUDGET™), Deal Quotation (Ez-QUOTE™), Regional Management (Ez-REGION™) and the competitive analysis (Ez-COMPETE™) modules at their twelve luxury hotels in the heart of London and at London's Heathrow Airport, plus the five star Radisson Edwardian Hotel in central Manchester.

Lisa Smith, Director of Sales and Revenue for Radisson Edwardian already leads a strong Revenue Management Team. The introduction of an automated recommendation solution will enhance performance and increase the profitability for the group. *"We have considered implementing a system a number of times in the past but have never found the optimal solution for our group – I am delighted that now the time is right for Radisson Edwardian as EasyRMS have proven themselves to be the ideal partner for us moving forward. My Revenue Managers will now have more time to think strategically, using their skills a lot more effectively thanks to the implementation of the superior EzRMS™ Product Suite"* states Lisa.

Jane Pendlebury, Sales Manager at EasyRMS adds *"Radisson Edwardian have a powerful brand and reputation in the city centre 4 and 5 star marketplace. I am delighted that they have chosen to work with us at EasyRMS and am entirely confident that it is the right decision for their hotels. I have no doubt that the partnership with EasyRMS will be a long and rewarding one and we very much look forward to working closely with Radisson Edwardian Hotels towards their increased profitability."*

About Radisson Edwardian:

Radisson Edwardian is one of the UK's largest privately owned hotel groups. Included in the group are 12 hotels in London; The May Fair, Radisson Edwardian Heathrow, The Hampshire & The Pastoria (Leicester Square), The Marlborough & The Kenilworth (Bloomsbury), The Berkshire & The Sussex (Oxford Street), The Mountbatten (Covent Garden), The Grafton (Tottenham Court Road), The Vanderbilt (Kensington). Opening in September 2007 is the Radisson Edwardian New Providence Wharf.

In 2004, Radisson Edwardian opened the Free Trade Hall Hotel, Manchester.

The Group has a total of 2,300 guestrooms and 95 meeting rooms.

For further information about Radisson Edwardian, please contact:

Anna Reid at Mason Williams PR:

T: 0845 0941 007

E: anna@mason-williams.com / laura@mason-williams.com

For information on any of our hotels visit the web site

www.radissonedwardian.com

About EasyRMS:

Founded in July 1999, and now with offices in London, Paris, Athens, New York, Calgary, Sydney, Beijing and Singapore, 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.

Backed by the confidence of many of today's industry leaders from well known prestigious luxury 5-star properties to economy chains; from chains to single properties; in Europe, Asia and America, working with all levels of the industry, EasyRMS is committed to easing the current burden of strategic decision making and implementation of Revenue and Yield Management techniques and procedures world-wide.

For More Information about EasyRMS:

Please contact:

Australian and New Zealand Distributor:

McLaren International
Matthew White
Mob: +61 (0) 414 493 848
Tel: +61 (2) 8915 1359
Fax: +61 (2) 8915 1358

sales@mclarenint.com