



EZYield.com AND Rubicon FORM ALLIANCE TO PROVIDE COMPETITIVE RATE AND CHANNEL MANAGEMENT SERVICES

Best-in-breed hotel solutions from market leading competitive
rates and channel management providers

ORLANDO — JUNE 16, 2008 — EZYield.com, the originator of automated online channel management solutions for the hospitality industry, today announced an alliance with Rubicon, a leading provider of competitive market intelligence to the travel and hospitality industry, whereby both companies can offer each other's solutions.

The combined service offerings of EZYield.com and Rubicon provide hoteliers an unparalleled set of comparative shopping and channel management services. Rubicon's MarketVision® Competitive Rate Position provides forward-looking and historical rates across multiple booking and distribution sources. MarketVision gathers real-time rates from global distribution systems (GDS), hotel brand Web sites and third-party Web distribution channels, providing users with an "in-channel" view of their competition. The comprehensive reporting capability provides users with the flexibility to segment specific data, including unrestricted rates, best rate guarantee, merchant rates, by length of stay and booking source and many others.

A unique element of the MarketVision solution allows rate code drill-down for key competitors thereby allowing hoteliers to truly assess like-for-like comparisons of hotel products, i.e., ocean view, advance purchase, as well as the rates themselves. Market knowledge of like-for-like rate codes provides a key link to effective yield and channel management services.

"The synthesis of MarketVision and EZYield.com offers revenue managers and hotel staff the ability to make intelligent business decisions and then incorporate those decisions very quickly across third-party Web sites," stated Steve Swope, President and CEO of Rubicon. "Building a relationship between the most accurate, reliable, and widely used competitive market intelligence service and the leader in global channel management distribution is a win-win for clients who want to be as profitable as possible."



As noted by Henry Danish, CEO of EZYield.com, their relationship with Rubicon is a result of addressing the needs of their clients and advancing the yielding experience.

“From day one, we’ve listened to our clients and built customized benefits and features that address their needs,” stated Danish. “Combining two best-in-breed solutions is an extension of that philosophy and a philosophy shared by Rubicon. We are very proud of this relationship and hope our clients will take advantage of these solutions that are now at their disposal.”

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 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 Web sites through one easy to use interface, offering multiple languages and currencies to more than 300 Web sites worldwide. With headquarters in Altamonte Springs, Florida, EZYield.com maintains offices in the U.S., Australia, Germany, France, Spain and Italy. For more information, please visit <http://www.ezyield.com> or call 407.629.0900.

About Rubicon

Rubicon (www.TheRubiconGroup.com) offers the broadest and deepest collection of market insight in the travel industry today. A leading provider of competitive market intelligence and market analysis to the global travel industry, Rubicon's focus is to integrate competitive market information into the business planning and revenue management practices of its customers, including eight of the top ten global hotel groups and three of the top five global rental car groups. Its flagship product, MarketVision®, offers a comprehensive family of services including Competitive Rate Position, Competitive Demand Position and Competitive Channel Position.