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For additional information, please contact:

IDEaS™

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Mulberry Marketing Communications

Nicole DiVito

ndivito@mulberrymc.com

+1 312 664 1532

IDEaS Revenue Solutions

Elizabeth Walsh, Senior Director of Marketing

elizabeth.walsh@ideas.com

+1 952 698 4200

IDEaS Revenue Solutions Announces Winners of 2012 IDEaS Cornell Revenue Management Scholarship

***Global scholarship held biannually to advance the field of revenue
management within hospitality***

MINNEAPOLIS, MN – JULY 25, 2012 – For the fourth consecutive year, [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, has announced the winners of the [IDEaS Cornell Revenue Management Scholarship](#). As part of this year's expanded scholarship program with The Cornell University School of Hotel Administration, six hospitality professionals were awarded scholarships for their outstanding skill sets and career aspirations within the field of revenue management.

“Year after year, we see a continued demand for qualified revenue management professionals worldwide,” said Vivek Bhogaraju, Senior Manager, Corporate Business Development, IDEaS. “IDEaS is thrilled to help move the industry forward and double the number of scholarships offered this year, further cementing revenue management as a valuable function within the hospitality industry.”

Winners of the 2012 IDEaS Cornell Revenue Management Scholarship include:

- Bradley Frey, Revenue Manager, Historic Plains Hotel, Cheyenne, Wyo.
- Emily Hamilton, Area Director of Revenue, Kimpton Hotels, San Francisco, Calif.
- Ioana Mihailescu, Revenue Manager, Ramada Hotel & Suites Bucharest North, Romania
- Desiree Sungwhoon Yoo, Group Sales Coordinator, W Barcelona, Spain

- Lim Hwee Wen, Assistant E-Commerce Manager, Compass Hospitality Co. Ltd., Bangkok, Thailand
- Chen Yuani, Sales Administrator and Revenue Coordinator, Swissotel Merchant Court, Singapore

“Winning this scholarship gives me the invaluable opportunity to refine my approach to revenue management,” said Frey. “I plan to continue my learning to adopt total revenue management and develop strategies in non-traditional revenue management applications.”

The IDEaS Cornell Revenue Management Scholarship, supported by IDEaS, offers hospitality professionals worldwide the opportunity to gain online revenue management certifications from Cornell University. This year’s program includes 12 scholarships, and spring recipients receive paid registration to five eCornell courses leading to certificates in Hotel Revenue Management taught by Dr. Sheryl Kimes, Professor of Operations Management.

“This scholarship is a great opportunity for me to exchange revenue management ideas and best practices with professionals from all over the world,” said Mihailescu. “The instructor guidance and overall structure of the course will provide me with valuable insight on ways to apply more science to the art of revenue management.”

The fall scholarship will offer recipients paid registration to five eCornell courses leading to certificates in Advanced Revenue Management: Pricing and Demand Strategies. The course is taught by Dr. Chris Anderson, Associate Professor of Operations Management at Cornell University, and the deadline to apply is Sept. 9, 2012.

“As someone fairly new to revenue management, the scholarship will provide me with valuable insight into how hotels can use revenue management to stay ahead of the competition,” said Yuani. “I’m looking forward to gaining additional exposure in this important field and learning new practices and strategies that benefit my hotel.”

For more information about the IDEaS Cornell Revenue Management Scholarship and applicant eligibility, visit www.ideas.com/index.php/company/scholarship.

To learn more about how IDEaS and Cornell are partnering to advance the revenue management profession and bring the latest tools, knowledge and resources to emerging markets, watch the [video](#).

About the Office of Executive Education

The [Office of Executive Education](#) at Cornell's School of Hotel Administration facilitates interactive learning opportunities where global hospitality professionals and world-class Cornell faculty explore, develop and apply ideas to advance business and personal success. All programs are developed to address the ever-changing needs of hospitality professionals and organizations.

About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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