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The Grand Sierra Resort and Casino Selects the IDEaS Revenue Management System to Drive Profitability

Automated system enables 2,000-room property to streamline revenue strategies and yield for multiple guest segments

MINNEAPOLIS, MN – DECEMBER 3, 2012 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality and gaming industry, today announced that the Grand Sierra Resort and Casino in Reno, NV is implementing the [IDEaS Revenue Management System \(RMS\)](#). Coinciding with the property's \$25 million renovation to improve amenities and guest rooms, the IDEaS RMS will serve as the premier analytical tool for driving growth and revenue.

“After receiving positive recommendations from other organizations, we decided to implement the IDEaS RMS in order to make smarter decisions about our pricing,” said Kent Vaughan, Senior Vice President of Operations, Grand Sierra Resort and Casino. “The system's advanced forecasting analytics, group evaluation tools and reporting capabilities will help us maximize revenue across all of our guest segments, including gaming, food and beverage and rooms.”

The Grand Sierra Resort and Casino features nearly 2,000 guest rooms and suites, 200,000 square feet of meeting and convention space, 10 restaurants, and several entertainment amenities, including a bowling center, golf course and cinema. With so many revenue-generating opportunities within the property, Vaughan and his team recognized the need for an automated revenue management system in order to put the right guests in the right rooms at the right time.

“Ideally, we'd like convention to be 30 to 40 percent of our business, but we only want it at certain times, at the right rate, without displacing the gaming customer,” said Vaughan. “Along with our new executive director of revenue management, IDEaS will help us achieve this goal while instilling a better culture of revenue management at the resort.”

Offering an automated approach to revenue management, the IDEaS RMS enables properties to more accurately and strategically optimize demand and increase revenue. By providing reliable, up-to-date information at revenue managers' fingertips, the IDEaS RMS allows revenue managers to spend less time collecting data and more time developing optimal revenue strategies.

“We are pleased to partner with the Grand Sierra Resort and Casino as they enhance their property and transition their revenue strategies into a total revenue management approach,” said Jane Stampe, Managing Director, Americas, IDEaS. “I am confident that the IDEaS RMS will enable the resort to yield across multiple guest segments, leading to a more profitable clientele and business growth.”

For more information about IDEaS, please visit www.ideas.com.

About GSR

Located in the heart of the Reno/Tahoe region, Grand Sierra Resort is an all-encompassing resort with nearly 2,000 guest rooms and suites and 200,000 square feet of meeting and convention space. The destination offers visitors a wide variety of amenities including branded retail shopping, famed entertainment, 10 delectable restaurant choices including Charlie Palmer Steak and Lounge, a two-screen cinema, a 50-lane bowling center, adrenaline-pumping rides, an aqua golf driving range and exhilarating nightlife. For more information, please visit www.grandsierraresort.com or to make reservations call 1-800-648-5080. For the latest and greatest news on GSR, find us on [Facebook](#) and [Twitter](#).

About the Meruelo Group

With roots dating to 1986, the Meruelo Group is a diversified holding and investment company owned and controlled by prominent U.S. Latino business executive Alex Meruelo. The Meruelo Group has diverse holdings in banking and financial services, food restaurants and services, construction engineering, real estate, and private equity. For more information, please visit www.meruelogroup.com.

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 a 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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