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Hilton Worldwide Partners with IDeaS on Global Revenue Initiative

Hilton Worldwide pilots and deploys IDeaS G3 Revenue Management System

MINNEAPOLIS– JUNE 24, 2013 – Hilton Worldwide and IDeaS Revenue Solutions – A SAS Company today announced their agreement to continue to deploy IDeaS G3 Revenue Management System (G3 RMS) across 2,700+ Hampton Hotels and other focused-service hotels within Hilton Worldwide's global portfolio of brands. Building on a year-long pilot program, the agreement supports Hilton Worldwide's Global Revenue Optimization (GRO) initiative, which is designed to help hotel owners better manage room availability and pricing in order to maximize each hotel's revenue and profitability. This agreement marks a significant expansion in the 15-year relationship between Hilton Worldwide and IDeaS.

The G3 RMS, which will be integrated with existing systems to ensure seamless operation, will track and analyze historical and current business performance to support revenue optimization company-wide. It will also deliver invaluable data and provide a standard base upon which Hilton Worldwide can build future analytical applications.

The system was initially deployed to hotels at a number of brands within the Hilton Worldwide portfolio, including Hampton Hotels, Hilton Garden Inn, Homewood Suites and Home2 Suites, starting January 2013. With over 250 properties now live on the solution, Hilton Worldwide plans to complete deployment to the focused service estate by Summer 2014.

"Hilton Worldwide is committed to becoming the industry leader in revenue management," said Chris Silcock, global head, revenue management, online and regional marketing, Hilton Worldwide. "Through the G3 revenue management system and other cutting-edge analytics, we are taking the guesswork out of revenue management and pricing. And by helping our hotel operators and owners make better-informed revenue management decisions, we are positioning both our company and our franchisees for long-term financial success."

"IDeaS and SAS are proud to partner with Hilton Worldwide to bring innovations in pricing to the hospitality industry," said Brian Sterrett, vice president of global sales and marketing, IDeaS.

"This announcement is an important milestone in bringing our next-generation G3 RMS to IDeaS clients and other leading brands pursuing enhanced revenue performance."

The development partnership between Hilton Worldwide, IDeaS and IDeaS' parent company, SAS, has been critical to the success of the G3 RMS. In 2012, IDeaS and Hilton Worldwide completed a successful G3 RMS pilot program, which validated the business impact of the system in a live hospitality environment and served as a proving ground for the system's e-learning capabilities. Moreover, the G3 RMS solution builds on IDeaS' more than 20 years of industry experience of providing revenue solutions to over 2,400 hotels from more than 70 brands.

"The teams at SAS and IDeaS have done a terrific job bringing a sophisticated but accessible pricing solution to the hospitality marketplace," said Dr. Radhika Kulkarni, vice president of advanced analytics, R&D, SAS. "Our most recent collaboration with IDeaS on G3 RMS takes the science of revenue management to new heights within hospitality and serves as a sign to the industry of exciting innovations to come from IDeaS and SAS."

IDeaS' G3 RMS is in limited availability status now and is scheduled for general availability in 2014.

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

About Hilton Worldwide
Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 93 years, Hilton Worldwide has offered business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,900 hotels and timeshare properties, with 650,000 rooms in 90 countries and territories and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. Visit www.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide.

About IDeaS – A SAS Company
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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