

FOR IMMEDIATE RELEASE

IDEaS Announces Major Partnership with Extended Stay America

*Revenue management leader launches significant initiative to price more than
76,000 rooms by the end of the year*

MINNEAPOLIS – June 23, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today unveiled a major revenue management initiative with [Extended Stay America](#), the largest owner/operated hotel chain in North America, with plans to deploy IDEaS G3 Revenue Management System (RMS) across the entire estate of nearly 700 hotels and more than 76,000 rooms by year-end.

“We are so excited to be working with Extended Stay America on such an important initiative for both of our companies,” said Brian Sterrett, vice president of global sales for IDEaS. “The extended-stay hotel market has clearly reached a point where pricing can be a source of competitive advantage – and IDEaS is uniquely positioned with a proven extended-stay solution to help clients like ESA to achieve this.”

With a diverse customer segment, including corporate and leisure travelers, and extended-stay guests, Extended Stay America will leverage IDEaS’ powerful pricing and forecasting capabilities across all market segments and stay patterns, optimizing revenues estate-wide. IDEaS G3 RMS is a fully integrated revenue management solution built upon IDEaS 25 years of industry expertise and powered by advanced SAS analytics.

“An automated revenue management system will help us optimize our mix of business, hotel by hotel, night by night, with more effectiveness than our current manual approach can achieve,” said Tom Seddon, chief marketing officer of Extended Stay America.

Extended Stay America’s implementation of IDEaS G3 RMS is expected to begin initial piloting at the end of the third quarter.

More information about the partnership is available [here](#).

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About Extended Stay America

Extended Stay America, Inc. the largest owner/operator of company-branded hotels in North America, owns and operates 684 hotels in the U.S. and Canada comprising approximately 76,200 rooms and employs approximately 10,000 employees in its hotel properties and headquarters. The Company owns and operates hotels under the core brand Extended Stay America®, which serves the mid-priced extended stay segment, and other brands. Visit www.extendedstay.com for information about the Company and its services.

About IDEaS

Celebrating 25 years of excellence in the hospitality industry, 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, Minn. 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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