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Gaming Industry Turns to IDEaS for Integrated Revenue Support in Australia and New Zealand

*Leading regional hotels and casinos adopt IDEaS' field leading revenue optimization
solutions to boost revenue performance*

Sydney, Australia – May 17, 2012 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced the company has grown its customer portfolio of major casinos and resorts in the Australian and New Zealand market to include all of Crown Hotels properties in Melbourne, Perth and the SKYCITY properties in Auckland.

In working with IDEaS, each of the Crown Hotels and SKYCITY properties will be using the [IDeaS Revenue Management System \(RMS\)](#) to provide clear insight into their properties' booking patterns, accurate pricing, group management and streamlined distribution - ensuring occupancy and revenue can be maximized now and into the future.

“Crown Hotels has selected IDEaS as our preferred revenue management partner, as we believe they are industry leaders in providing effective forecasting and revenue generating solutions,” said Kylie Burchmore Group Director Sales & Marketing Crown Hotels.

“User friendly reporting and system navigation along with the long term forecasting ability made the IDEaS RMS stand out from its competitors since the first demonstration we had. We can see the benefits that its technical strengths, like greater frequency of optimizations and integration of

competitor's pricing in the IDeaS RMS' rate recommendations, will have on our pricing decisions," said Natalie Pevats Hotels Group Revenue Manager SKYCITY Hotels.

"The management teams at Crown Hotels and SKYCITY understand the value that accurate forecasting and pricing creates within the Casino's environment. This setting is typically more complicated than in a traditional hotel. The application of the IDeaS RMS within this environment will provide Crown and SKYCITY with a competitive edge and the ability to implement broader revenue management strategies across their properties to enhance their revenue performance," said Grahame Tate, Managing Director of IDeaS APAC. "Tight-knit integration for all transaction systems and databases is an important key to success. The path to sustained profitability and growth has taken a turn for gaming companies in the Asia Pacific region. Gaming still brings in the largest portion of revenue but rooms, retail, food and beverage, spas and entertainment are also critical in the overall revenue equation."

"Understanding which guests and segments are the most valuable not only impacts gaming revenues, but also property-wide profitability. Importantly, through integrating technologies and applying revenue management, casino hotels such as Crown Hotels and SKYCITY, are optimizing their operations," said Grahame Tate.

IDeaS is committed to working closely with hotels across the Asia Pacific region to support them in reaching optimal revenue and profit levels by focusing on the development and sustainability of strong revenue performance for each individual client and their specific needs.

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.

About Crown

Offering Australia's only integrated resort experience, Crown is home to world renowned hotels, award winning restaurants, shopping, day spas, and a world of entertainment right on your doorstep.

About SKYCITY

SKYCITY Auckland is the home of entertainment in Auckland offering visitors two hotels including SKYCITY Grand Hotel voted eighteenth Best in the World by Expedia.com in 2011, a world class casino, 23 restaurants and bars with Depot being awarded Best Restaurant, Best New Restaurant, Best Bistro in the 2012 Metro Restaurant of the Year Awards, SKYCITY Theatre, Convention Centre and of course the world famous Sky Tower right in the heart of the city.

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