



For immediate release

Media Contact: Nick Vance
+1 678-391-3095
nvance@hbsconnect.com

Keith Cotton Named VP, Sales of Hotel Booking Solutions Incorporated

Further Extending HBSi's Reach into the Global Hospitality Industry

ATLANTA (June 12, 2008) – Hotel Booking Solutions Incorporated (HBSi), a leading provider of electronic distribution and channel management technologies to the global hospitality industry, has appointed Keith Cotton as Vice President, Sales for all its existing and emerging hotel supply-side products and services.

Most recently Keith was Director of Sales for AltiusPAR and Managing Director for ReservHotel, LLC. Together with Lisa Barker, Vice President, Sales for HBSi demand-side products and services, Keith will be responsible for developing and growing the most effective and relevant hotel distribution network in the industry.

A travel industry pioneer with more than 25 years of experience, Keith began his career in the early 1980's during the foundation of today's electronic distribution environment between hotel companies and Global Distribution Systems. A founding board member of the Hotel Electronic Distribution Association (HEDNA), Keith has more than 20 years management experience, including many years with Holiday Inn Worldwide and with Pegasus Solutions as the Vice President of Sales and Marketing.

"As a highly valued and respected addition to the HBSi team, Keith will have an immediate impact on our business development efforts at HBSi," said Mark Hoare, SVP Travel, Cruise & Hospitality, IBS. "In addition, Keith is widely recognized for his customer relations and management skills as well as his expertise in hotel industry technologies – a combination that makes Keith ideally suited to HBSi and its marketplace."

About Hotel Booking Solutions Incorporated

Hotel Booking Solutions Incorporated (HBSi), a subsidiary of The IBS Group, is credited with introducing Demand Management™ to the global travel industry and offers technologies and services that bring order and simplicity to sales distribution, enabling



travel companies to unlock their full revenue potential. As part of the IBS Group, HBSi's customers include Harrah's, Hyatt, i4Vegas.com, LeisureLink, Intrawest, ResortQuest Hawaii, Sandals, Orbitz Worldwide and Tourico. For more information, visit www.hotelbookingsolutions.com.

About IBS

The IBS Group (IBS) is a leading global provider of new-generation IT solutions to the Travel, Transportation and Logistics industries. A specialist in the domain, IBS offers a range of products and services that manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. SEI CMMI Level 5 and PCMM Level 5 assessed, ISO 9001:2000, TickIT and ISO 27001:2005 certified, IBS operates five software development centers across the world. With some of the world's leading corporations as customers, IBS has business operations in the Americas, Europe, Asia-Pacific, the Middle East and Africa, supported through 12 global business centers. More information on IBS is available at www.ibsplc.com. For media inquiries, please contact Satish Nair at +91-471-2700080 or email: SatishN@ibsplc.com