



For immediate release

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

## **HBSi Now Offers Hotels Expedia Among Other Top Distribution Channels**

*iDemand Gateway Connects Hotels to Expedia, Orbitz, Travelocity, Booking.com*

ATLANTA (January 13, 2009) – HBSi, an IBS group company providing connections between hotels and distribution channels, announces the addition of Expedia to its list of leading Demand Partners, which also includes such names as Travelocity, Orbitz, and Booking.com.

HBSi's iDemand Gateway™ connects leading hotel companies with online travel agents like Expedia as well as wholesalers and tour operators worldwide. The solution connects leading-edge as well as legacy systems to uniquely support each customer's commercial and connectivity needs, increase revenues, and streamline operations.

Expedia provides direct access to one of the broadest selections of travel products and services through its North American website, localized versions throughout Europe, and extensive partnerships in Asia.

"iDemand Gateway connectivity offers us the opportunity to bring reservations to our hotels from many of the large OTA's," said Scott Fiegehen, Director of Lodging Revenue Management & Distribution at Intravel. "In these challenging times, this additional automation reduces our workload and increases productivity as well as the ability to grow the bottom line."

"The addition of Expedia places four of the best-known and largest online travel agencies within our Demand Partner Network," said HBSi COO Greg Berman. "Now we are looking to globally expand our supply network to assist these partners as they continue to grow internationally."

**About HBSi**

HBSi brings the travel industry connectivity and system integration solutions to speed the flow of transactions and messaging for increased revenues and streamlined operations. HBSi is an IBS Group company with customers that include Harrah's, Intrawest, Fontainebleau, SynXis, Expedia, Travelocity, Orbitz, and Booking.com. For more information, visit [www.hotelbookingsolutions.com](http://www.hotelbookingsolutions.com).

**About IBS**

The IBS Group (IBS) offers a range of products to manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines, and tour operators world-wide. IBS services include technology consulting, product development, business intelligence, data warehousing, application development, re-engineering, and maintenance. SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2000, TickIT and ISO 27001:2005 certified, IBS operates out of 14 business centers in the Americas, Europe, Asia-Pacific, the Middle East and Africa. More information on IBS is available at [www.ibsplc.com](http://www.ibsplc.com). For media enquiries, please contact Deepa M S at +91-471-2700080 or email: [deepams@ibsplc.com](mailto:deepams@ibsplc.com).