



For immediate release

Media Contact: Lisa Barker
+1 678-391-3099
lbarker@hbsconnect.com

HBSi debuts in Europe and Asia

Trust International partners with HBSi, an IBS Group company, to strengthen its distribution offering to Tour Operators and key OTAs worldwide

ATLANTA (April 16, 2009) – HBSi, an IBS Group company, is delighted to announce Trust International as the latest participant in the iDemand Gateway™ platform to further enhance its distribution reach as well as provide valuable automation to key tour operators and other leisure travel channels.

“In our ongoing effort to automate processes and reduce costs for our hotel partners, we’re continually seeking best of breed solutions, such as HBSi’s iDemand Gateway™, to integrate with our service offering,” said **Richard Wiegmann, COO & Managing Director Trust International**. “HBSi’s iDemand Gateway merchandising flexibility is a critical factor for our hotel customers who are continuously creating fresh new ways to package their products.”

Trust International provides central reservations and distribution solutions to international hotel groups, including some of the most prestigious hotel organizations of the world. “We’re excited to expand our reach with one of the world’s most forward-looking travel and technology providers; the brands within their portfolio is good news for our distribution partners, including many large tour operators and wholesalers,” said **Greg Berman, HBSi Chief Operating Officer**. “The built-in intelligence and flexibility of our platform is what truly sets us apart from other connectivity providers. As such, we are uniquely positioned to further establish robust automation as the standard for reservation processing throughout Europe as well as the emerging markets, such as China, India and Australia, where our ability to integrate technology for complex business models is proving valuable”, he added.

“To capitalize on and build relevant distribution for our newest European and Asian Supply, we have sought experienced specialists in hotel distribution based in London to lead our strategic international growth. Peter Fitzgerald and John Seaton, both previously with Pegasus Solutions,



have played significant roles over the last ten years in creating the international hotel distribution world we see today and share our vision and commitment to delivering ever - appropriate solutions for hoteliers and demand partners to automate trade whilst respecting each other's technology." continued **Berman**.

The iDemand Gateway™ solution connects hotels chiefly with tour operators as well as the world's largest online travel agencies to centralize and automate the flow of transactions. The solution eliminates time-consuming, error-prone processes associated with manually managing multiple extranets, thus improving operational efficiency by providing distribution channels with access to the very latest rates, inventory and, in many cases, last room availability.

About HBSi

HBSi provides a flexible channel management and connectivity platform as well as software integration services to improve the quality and speed of delivering high performance distribution solutions to the travel industry. HBSi is an IBS Group company with hotel supply customers that include Elite Island Resorts, Fairmont, Fontainebleau Las Vegas, Harrah's, Intrawest, ResortQuest Hawaii, and Sandals, and travel partners including Travelocity, Expedia, Orbitz and Booking.com. For more information, visit www.hbsconnect.com.

About IBS

The IBS Group (IBS) is a leading global provider of new-generation IT solutions to the Travel, Transportation and Logistics (TTL) industry. 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. IBS services include technology consulting, testing, usability engineering, business intelligence & data warehousing, application development, re-engineering, and maintenance. SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, IBS operates software development centers in Atlanta, Bangalore, Boston, Cochin, London, Tokyo, Trivandrum and Washington DC. IBS operates out of fourteen business centers in the Americas, Europe, Asia-Pacific and the Middle East & Africa. More information on IBS is available at <http://www.ibsplc.com>

About Trust International Hotel Reservation Services GmbH

Trust International is one of the world's leading CRS providers and international hospitality partners. Trust's services and supporting technologies help hotel chains and hospitality groups support their sales and marketing activities with the latest distribution solutions. The range of services includes CRS solutions and software, connectivity to all GDS and IDS channels, an Internet booking engine and third party integration to PMS, RMS and CMS systems. Trust International offers the full range of CRS-related products such as content management, business intelligence and commission payment services. Via Trust's own communication centers located in North America, Europe and The Far East customers in 47 countries are served with private label telephone reservation, concierge and telemarketing services. Established in 1989 Trust International is renowned for its highly reliable reservation platform, continuous investment in system software and hardware and delivery of superior customer value. (www.TrustInternational.com)