



For Immediate Release

Genares Worldwide Reservation Services expands relationship with HBSi

iDemand Gateway to Broaden and Automate Key Distribution Worldwide

Atlanta, Georgia – May 29, 2009 – Genares Worldwide Reservation Services and HBSi announce the expansion of their relationship whereby HBSi will connect to the Genares platform and enable Genares hotels to enjoy broad distribution from a multitude of channels; including leading Tour Operators, Wholesalers and a variety of niche channels often limited due to manual processing.

Genares and HBSi have successfully worked together for many years to deliver reservations from Global Distribution Systems to its shared hotel partners. This expanded agreement, greatly enhances the marketing exposure for all of the Genares hotels.

“We are constantly evaluating any opportunities to drive even more value to our hotel partners. We chose HBSi because of their flexibility and track record in terms of quickly deploying connections to virtually any channel regardless of the business model. Equally important is their focus and commitment to partner with our Hotels to identify and aggressively build a network of distribution which speaks to the unique needs of our hotel customers,” said Ursula Rhode, Genares, EVP.

“We are very excited to expand our relationship with Genares to accelerate the rate and reach of distribution for their 3,000 + worldwide.” said Greg Berman, HBSi Chief Operating Officer. “Coupled with the fact that our solutions can be offered either as a transaction based service or as a license model is something Hoteliers find very attractive. We give them the freedom to choose their solution and pricing model based on their specific needs and distribution strategy.”

HBSi's iDemand Gateway™ solution connects hotels chiefly with tour operators and the world's largest online travel agencies to streamline the flow of transactions. For some customers, HBSi eliminates time-consuming, error-prone processes associated with manually managing multiple extranets that provide distribution channels access to the very latest rates, inventory and, in many cases, last room availability.

For more automated customers, the HBSi solution dramatically enhances merchandising capabilities so they can offer more products in more innovative ways. HBSi's flexible solution provides robust interfaces to legacy and leading-edge systems to suit each customer's needs, increasing revenues and streamlining operations.

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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, 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 worldwide. 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 Genares™

Genares Worldwide Reservation Services Ltd. was launched in 2004 by former Lexington Services Corp. founders and executives. As the first new central reservation system (CRS) to come to market since 1999, Genares' GenaRaterSM web-based CRS and related services are provided on an ASP basis and designed for properties ranging from small independents to large chain hotels worldwide. The lodging industry's only privately held reservations technology provider created by hoteliers for hoteliers, Genares' services include: seamless GDS and Internet connectivity, a private-label Internet booking engine, a web-based CRS with two-way XML property management system interfaces, and private-label voice reservations/call center services. Genares is headquartered in the Dallas/Fort Worth suburb of Grapevine, Texas, and has sales representation worldwide, with offices throughout Europe and Asia. The company is owned by Ricky A. Wilkins, Michael G. Wilkins and Eugene Harris. For more information, visit www.genares.com.