



For immediate release

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HBSi Roars into Asia's Travel Demand Market by Adding Leading Site Agoda to its Distribution Network

ATLANTA (November 5, 2009) – HBSi, an IBS Group company, has entered the bustling Asian travel market by adding Singapore-based Agoda, Asia's leading and fastest growing online hotel reservation service, to its growing network of travel distribution partners.

Agoda will be available through HBSi's iDemand Gateway, an integrated channel management and connectivity solution for hotel companies. The iDemand Gateway entirely automates the connections between hotel inventory systems and distribution outlets, giving hotel companies a centralized and cost-effective way to quickly and intelligently connect to an endless array of travel web sites including major OTAs (online travel agents), tour operators and niche travel sites around the world.

"Our team at Agoda is impressed with HBSi's flexibility and ability to configure to our business rules. Through HBSi, we're increasing our access to quality hotel inventory around the world. We can promote to our growing Asian customer base that books hotels globally," said Wilfred Fan, vice president of Agoda. "We expect HBSi to benefit from its focus on integration technology and become a long-term valued partner for Agoda," Fan added. Part of Priceline.com, Agoda is available in 21 different languages and is 10 years old.

"The addition of Agoda to HBSi's Demand Partner Network is a milestone—marking HBSi's first travel-site customer in the Asian travel market," said HBSi COO Greg Berman. "Now our hotel customers can expose their real-time inventory to millions of additional travel consumers in this region."

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About HBSi

HBSi, an IBS Group company, works with both hotel companies and distribution outlets to provide a flexible and affordable channel management and connectivity platform. HBSi focuses on speed to market, direct connections and improved distribution management, as well as software integration services. HBSi's hotel customers include Elite Island Resorts, Fairmont, Harrah's, Kerzner, Raffles, Sandals and SuperClubs. The company's travel partners include Travelocity, Expedia, Orbitz and Booking.com. For more information, visit www.hbsconnect.com.

About IBS

The IBS Group (IBS) is a leading provider of new-generation IT solutions to the global Travel, Transportation and Logistics 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 and Trivandrum. IBS operates out of twelve offices in the Americas, Europe, Asia-Pacific, the Middle East and Africa. More information about IBS is available at www.ibsplc.com.