



For immediate release

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HBSi Continues to Expand its Reach beyond North America by Adding hotel.de

Addition marks HBSi's first corporate-focused channel partner

ATLANTA (November 11, 2009) – HBSi, an IBS Group company, has expanded its reach in Europe with the addition of hotel.de to its network of distribution partners. With 3.5 million registered users, hotel.de is one of the leading online hotel reservation services for private and corporate clients. Initially catering largely to the German market, the company is now expanding globally via its international brand, hotel.info.

hotel.de 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 an easy and cost-effective way to have connections to travel web sites and other distribution partners.

"With HBSi's tremendous growth, it makes absolute sense for hotel.de to join its Demand Partner Network", said Reinhard Wick, CSO of the company. "Our goal is to become the leading hotel reservation service for business and corporate customers, and with HBSi's service we have the flexibility and configurability options to give our customers even more compelling choices," Reinhard Wick added.

"hotel.de is a significant addition to HBSi's Demand Partner Network," said HBSi COO Greg Berman. "Through its expansive reach and popularity in Europe, hotel.de exposes our hotel customers' real-time inventory to an even broader audience, including corporate customers in Germany and throughout Europe."

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.

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