



For immediate release

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Newcomer Getaroom.com Beds Down with HBSi for Flexible, Efficient Hotel Connectivity

ATLANTA (November 19, 2009) – HBSi, an IBS Group company, has added Getaroom.com to its growing network of travel distribution partners that use HBSi's channel management and connectivity solution. Founded in early July this year, Getaroom is led by CEO David Litman and President Bob Diener, the founders of Hotels Reservations Network which became hotels.com

Getaroom.com 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. Through HBSi, Getaroom.com gains increased flexibility and access to an even wider range of hotels around the world.

"With HBSi's solution, we know we're offering each hotel's most up-to-date rates and inventory—it's simple and seamless," said Bob Diener, President of Getaroom.com. "Through HBSi, we can quickly add additional hotel partners down the road with no need to establish new connectivity from scratch; overall, it's an excellent solution for both hotels and distributors," Diener added.

"Great value is the top promise of Getaroom.com, and it's why these entrepreneurs are succeeding in this economy," said HBSi COO Greg Berman. "HBSi's many hotel partners will have a great distribution outlet in this vibrant new Web site."

Both a newcomer and an innovator, Getaroom.com has achieved success quickly through two primary avenues. First, its Web site focuses on major destinations, value pricing and leisure travelers. Getaroom.com offers travelers various ways to receive significant discounts. By booking

accommodations through the site's Deal of the Day program—discounts are available for a limited time period, usually just 24-72 hours—travelers can save up to 50 percent. When travelers call the Getaroom.com call center, they can receive even bigger hotel discounts with its Unpublished Rates Program, in which substantially lower rates are available only to travelers that call 1-800-HOTELS-8. The rate is hidden and revealed only after the booking is made, but unlike other discount travel sites, customers know exactly which hotel they're getting in advance.

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 (TTL) industry. A specialist in the domain, IBS offers business consultancy that helps customers enhance revenue and market share, reduce cost of operations and manage growth profitably. IBS solutions manage the mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. IBS is SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified, and operates out of twelve business centers 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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