



For immediate release

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HBSi Signs its Fourth Las Vegas Customer, Treasure Island

ATLANTA (December 8, 2009) – HBSi, an IBS Group company, has added Treasure Island to its roster of hoteliers and casino resorts that use HBSi's channel management and connectivity solution. Located in the heart of the Las Vegas Strip, Treasure Island—now known as TI—is a four-star casino and resort with 2,885 guest rooms. With this addition, HBSi now connects to more than 20 hotels in Las Vegas, totaling nearly 50,000 rooms.

Treasure Island will use HBSi's iDemand Gateway, which entirely automates the connections between hotel inventory systems and distribution outlets, such as online travel agencies (OTAs), tour operators and other niche travel sites. By using HBSi, TI will have full two-way, real-time connectivity to its channel partners for the first time. With HBSi's fully automated process, TI will no longer be forced to re-key fax and email reservations manually into their PMS, thereby improving accuracy and reducing costs.

"Our distribution strategy is focused on centralizing our processes and achieving 100 percent automation, which will save us time and money as well as have an immediate impact on our reservation productivity," said Phil Ruffin, president and CEO of Treasure Island. "HBSi's broad network from the largest OTAs and tour operators, combined with the regional sites so very important to our local market, make HBSi a natural partner," Ruffin added.

"Our connectivity solution makes sense for high-volume leisure properties such as Treasure Island," said HBSi COO Greg Berman. "TI now can make its best inventory and promotions available instantaneously to the trading partners in our growing Demand Partner Network."

About Treasure Island

Treasure Island is a privately owned hotel and casino on the legendary Las Vegas Strip. At nearly 3,000 rooms, it remains the only major property to claim that unique position. Home to headline entertainment, The Sirens of TI and the original Cirque du Soleil show, Mystère, Treasure Island offers entertainment and dining options for the most discriminating of taste. For more information about Treasure Island check our website at www.treasureisland.com.

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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