



For immediate release

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HBSi Signs Latin America's Leading Hotel Operator: Grupo Posadas

ATLANTA (January 12, 2010) – HBSi, an IBS Group company, has added Grupo Posadas to its network of hotel companies that use HBSi's channel management and connectivity solution. Based in Mexico City, Grupo Posadas is the largest Latin American hotelier with 110 hotels including Live Aqua, Fiesta Americana Grand, Caesar Park and Caesar Business brands.

Posadas will use HBSi's iDemand Gateway™, a solution that entirely automates the connections between hotel inventory systems and distribution outlets, such as Web sites, tour operators and other wholesalers. This fully automated process also eliminates manual entry of faxed or emailed reservations from these distributors, improving accuracy and reducing costs.

“Located in Latin America's most sought-after destinations, our properties are favored by travelers from around the world; therefore, it is important for Posadas to be available through many Web sites and distributors,” said Guillermo Fernández, Commercial Director for Posadas. “Now with HBSi, we have simplified our connectivity while simultaneously expanding it even further to HBSi's demand partners,” Fernández added.

“With an expansive portfolio that spans across Latin America, Posadas is a significant expansion for HBSi in that market,” said HBSi COO Greg Berman. “Additionally, by connecting to Grupo Posadas' AltiusPAR reservation system, HBSi now can implement our solution for other AltiusPAR users quickly and efficiently.”

About Grupo Posadas

Grupo Posadas, with more than three decades in the hotel marketplace, operates more than 110 properties and nearly 20,000 guestrooms in 50 beach and city destinations in Mexico, Brazil, Argentina and Chile. In Mexico, the company operates 20 percent of its rooms in the tourism segment. Its seven hotel brands are Live Aqua, Fiesta Americana Grand, Fiesta Americana, Fiesta Inn and One Hotels in Mexico, and in South America, the company operates Caesar Park and Caesar Business, making Grupo Posadas the leading Latin American hotel operator in the region. Grupo Posadas has been listed on the Mexican Stock Exchange since 1992, with the ticker symbol "POSADAS." For additional information, visit its Web site www.posadas.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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