



For immediate release

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Kerzner International Chooses HBSi for Improved Travel Distribution

iDemand Gateway Solution to Provide Greater Distribution Reach and Increased Automation for Leisure Market Segment

ATLANTA (February 2, 2010) – Kerzner International Holdings Limited has selected HBSi, an IBS Group company, to deliver connectivity to select travel distribution partners through HBSi’s iDemand Gateway™ platform. In addition to connectivity with traditional reservation providers, the HBSi connectivity provides all Kerzner properties with full two-way processing from its key wholesalers and tour operators, which automates the reservation process, saving hundreds of staff hours and reducing input errors.

HBSi’s iDemand Gateway, an integrated channel management and connectivity solution, entirely automates the connection between hotel inventory systems and distribution channels regardless of business model, connectivity type or geography. Leveraging the flexibility of the iDemand Gateway, Kerzner can improve its revenue **and** reduce its distribution costs by quickly and efficiently increasing its distribution reach, while eliminating manual processing altogether.

“As we work to increase revenues and streamline operations, the HBSi Demand Partner network enables Kerzner to offer our distribution partners fully automated connectivity”, said Ken Gifford, vice president of revenue management and distribution. “The HBSi connection is the perfect way for Kerzner to extend and improve our distribution reach,” Gifford added.

“Working with Kerzner International reinforces our commitment to building and offering an important and relevant network for our partners, as well as ensuring the future growth of HBSi in key markets beyond

U.S. borders,” said HBSi COO Greg Berman. “It’s an honor to improve distribution for a company with a reputation for quality and prestige such as Kerzner International.”

About Kerzner

Kerzner International Holdings Limited, through its subsidiaries, is a leading international developer and operator of destination resorts, casinos and luxury hotels. Kerzner’s flagship brand is Atlantis, which includes Atlantis, Paradise Island, a 2,317 room ocean-themed destination resort in The Bahamas, as well as The Cove Atlantis and The Reef Atlantis. Kerzner extended its Atlantis brand globally with the development of Atlantis, The Palm, Dubai, a 1,500-room, water-themed resort opened in late 2008 on The Palm, Jumeirah. Kerzner’s most recent development is Mazagan Beach Resort, a 500-room destination casino resort in Morocco, which opened in October 2009. Kerzner also manages six of the top-rated luxury resort properties in the world under the One&Only brand located in The Bahamas, Mexico, Mauritius, the Maldives, South Africa and Dubai. One&Only The Palm, Dubai will open in October 2010. For more information concerning Kerzner and its operating subsidiaries, visit www.kerzner.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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