



**For immediate release**

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## **Despite Economy, HBSi's Momentum Builds with 100 Percent Growth for the Third Year in a Row**

*Channel management and connectivity solution proves ideal for hoteliers and distributors around the world*

**ATLANTA** (April 27, 2010) — As it closes fiscal 2009, [HBSi](#), an IBS Group Company, has seen triple-digit growth as it increases both its installed customer base and monthly transactions. Since this point in 2008, HBSi's customer list has grown nearly 200 percent.

The success can be attributed to the company's unique technology. HBSi's [iDemand Gateway™](#), a channel management and connectivity solution for electronic distribution, is now used by many of the world's most popular hotel chains, travel Web sites, tour operators and other distributors worldwide. HBSi's newest distribution customers include some of the industry's biggest names: Agoda, Best Day, Chase Travel, Destinations of the World, Flight Centre Ltd., Getaroom.com, Hotel.de, Liberty Travel and MLT Vacations.

Matching its success in distribution, HBSi has recently activated numerous hotels including Fairmont Hotels & Resorts, Grupo Posadas, Kerzner International, Raffles Hotels & Resorts, Sandals & Beaches Resorts, SuperClubs, Swissôtel Hotels & Resorts, Treasure Island Las Vegas and Wynn | Encore Las Vegas.

HBSi's success comes partly due to its understanding of the hotel and travel industry and a commitment to staying abreast of current challenges. In late 2009, HBSi commissioned research starting with a series of interviews with nearly 30 executives at top hotel companies around the world, which yielded significant insights about the state of channel management. The research results are now available from HBSi in two new white papers at [www.hbsconnect.com](http://www.hbsconnect.com).

"What an exciting time for HBSi!" said Greg Berman, chief operating officer. "Now more than ever, hotels are seeking to increase their mix of leisure business and to do so quickly with little capital investment.

Our customers tell us that our connectivity solution is the ideal choice for their needs—flexible, efficient and providing new revenue opportunities. Our growth validates their choices and paves the way for even greater success in 2010.”

#### **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 represent more than 15,000 hotels in over 35 countries worldwide, including 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](http://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](http://www.ibsplc.com).

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