



**For immediate release**

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## **HBSi Roars Again in Japan with Nippon Travel Agency**

*Unique portfolio of 2,000 hotels now available through iDemand Gateway™*

**ATLANTA** (May 25, 2010) — HBSi, an IBS Group company, continues its growth in 2010 through the addition of Nippon Travel Agency (NTA) to its roster of Japanese customers. Many properties in NTA's unique portfolio of hotels are now visible online for bookings for the first time. Additionally, this new customer is a significant expansion of HBSi's presence in Asia.

While the venerable NTA is a traditional, full-service travel agency, it is also known for the hotel inventory—both traditional and modern properties—that it represents. Starting with 500 of its most high-profile properties, NTA will use HBSi's iDemand Gateway, which serves hotel companies around the world. The platform automates connections in real time between hotel inventory systems and travel distribution outlets.

“Our team at NTA sees tremendous potential in this relationship with HBSi to increase visibility and bookings for the hotels we represent,” said Makoto Uchida, executive officer and general manager of the International Travel Division at NTA. “Acting as a hotel representation company is a natural extension of our relationships with these beautiful and unique hotel properties.”

Greg Berman, chief operating officer of HBSi, added, “Now NTA has an automated and centralized connectivity to HBSi's growing demand partners. Our demand partners will gain access to the unique inventory at NTA's portfolio of hotels in the Far East. And as HBSi expands in Asia, we pave the way for exciting new opportunities throughout the region.”

Founded in 1905, Nippon Travel Agency (NTA) is the oldest registered travel tourism agency in Japan. It has 37 primary locations around the world in 15 different countries.

**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 span more than 37 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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