



For immediate release

Media Contact: Lisa Barker
+1 678-391-3099
lbarker@hbsconnect.com

IHG Chooses HBSi for Automated Distribution to Critical Channels

IHG first to use HBSi's query process for availability, rates and inventory

ATLANTA (June 17, 2010) — HBSi, an IBS Group company, announced today that IHG (InterContinental Hotels Group) will use HBSi to automate reservations processing and distribution of availability, rates and inventory to some of its top leisure and wholesale outlets, members of HBSi's extensive network of demand partners. These distribution partners will gain access to IHG's rooms across its global inventory of more than 4,400 hotels under seven brands, including Holiday Inn®, Crowne Plaza® and Staybridge Suites®.

"At IHG, we knew it would be critical to find the right solution provider that can support our unique selling strategies both effectively and efficiently," said Andrew Rubinacci, vice president of distribution and intermediary sales for IHG. "We chose HBSi for its reputation for success with interfaces to the leisure channels and for its strengths in delivering innovative distribution technology."

Greg Berman, chief operating officer of HBSi, added, "Our development process with IHG demonstrates our ability and commitment to provide solutions that provide measurable long-term business benefit. The HBSi team will work with IHG to identify additional distribution partners with whom they seek to automate distribution."

In addition to leisure and wholesale channels, HBSi also offers connectivity to a wide range of online travel agencies (OTAs) around the world.

About IHG

IHG (InterContinental Hotels Group) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 4,400 hotels and more than 650,000 guest rooms in 100 countries and territories around the world. The Group owns a portfolio of well recognised and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®, and also manages the world's largest hotel loyalty programme, Priority Club® Rewards with 48 million members worldwide.

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.

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.

###