

Lixto helps Iberostar increase the competitiveness of its products and global business through the use of Web Intelligence

Vienna – 28 September 2009. Lixto Software (www.lixto.com), the Web intelligence company, today announced that Iberostar (www.iberostar.com), a leading global hotel chain, is using the Lixto Travel Online Market Intelligence (OMI) solution to help improve its international business competitiveness and performance. Iberostar is using Lixto Travel OMI to mash-up global market data into a single business intelligence analytics and reporting infrastructure to better understand its market position.

Miguel Gonzalez, Vice Director of Sales Online at Iberostar, said; "With Lixto Travel OMI we will be able to manage the competitiveness of our global hotel offering from our central office in Mallorca. The Lixto Travel Online Market Intelligence (OMI) solution delivers one single view to relevant market data, enabling us to make better and faster decisions to help improve our business performance"

According to Jason Houle, Vice President Travel Solutions at Lixto; "As a global player in this space we are delighted that Iberostar has chosen our solution and we look forward to working with them to develop their analytical framework to drive their business forward. The Lixto Travel OMI solution allows companies to maximise their understanding of the market by aggregating and mashing-up key data to support decision making. "

Iberostar will run Lixto Travel OMI as a SaaS based solution from Lixto's own data centre. Using the Lixto solution will enable Iberostar to increase the efficiency of its pricing for travel products and services.

Lixto Online Market Intelligence is a SaaS based solution utilising the company's award-winning web data extraction technology that has been designed to access, augment and deliver content and data from highly dynamic web applications that use client-side processing techniques such as JavaScript, AJAX and dynamic HTML. This allows for fast reactions to changes in the online channels and ensures continuous service and superior data quality. On top of the data store, Lixto uses enterprise-class business intelligence infrastructure to provide all necessary reports and analytics to

enable an efficient identification of market opportunities that are most relevant for day-to-day business decisions.

About Iberostar

IBEROSTAR Hotels & Resorts is a family-owned hotel chain based in Palma, Majorca. IBEROSTAR resorts are 4 and 5 star properties, located in 16 countries across Spain, the Mediterranean, the Caribbean, and South America. The hotel chain belongs to GRUPO IBEROSTAR, one of the most consolidated Spanish tourist groups with 50-year experience. IBEROSTAR Hotels & Resorts currently has over 100 hotels and 36.000 rooms

About Lixto Software

Lixto Software GmbH empowers better decisions by searching & aggregating information in real-time and delivering end-to-end connectivity solutions. The company's solutions and services are used in metasearch, online market intelligence and web process integration, thus allowing companies and end users to achieve better and more structured results for their queries. Lixto also helps companies by automating their web-based business processes. Facts and figures about markets, suppliers, customers and competitors can be found more quickly, more accurately and are less expensive to access. Lixto's customers are international companies in the automotive, travel, e-commerce and IT industries such as Fujitsu Technology Solutions, ZF Friedrichshafen, Schaeffler, Voss Automotive, shopping.com, the Austrian National Tourist Office, Iberostar-Hotels and hotel.de. For further information please visit: www.lixt.com

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