

Press Release

Lixto to launch Online Competitive Pricing Tool for Hotels at Revenue Management and Pricing in Travel Conference

...Lixto to launch its new Hotel OMI solution at event and discuss importance of online price comparison to gain competitive advantage in Travel Sector...

Vienna – 12 November 2009. Lixto Software (www.liXto.com), the Web intelligence company, has announced that it will be launching the latest version of its Hotel Online Market Intelligence (OMI) solution at the Eyefortravel *Revenue Management and Pricing in Travel Conference Europe 2009* event being held in Amsterdam, The Netherlands, between 24 – 25 November 2009. This latest version of Hotel OMI can manage data extraction for up to 100 specific online hotel websites, it also features preconfigured online reports and dashboards designed to be used by revenue managers of hotel chains and their hotel managers.

This new solution is currently being used by Spain's Iberostar international hotel chain. According to Miguel Gonzalez, Vice Director of Sales Online at Iberostar; "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"

In addition to the launch of its new solution, Lixto's VP of Travel Solutions, Jason Houle, will be taking part in panel discussions at the Eyefortravel event. Houle said; "We are very excited about launching our new Hotel OMI solution at this leading industry event. In the current market it has never been more important for hotels to maintain a competitive price advantage. We look forward to meeting our customers, colleagues and prospects at the event and to help them find out more about how our Hotel OMI solution can help their businesses as we move towards the 2010 holiday bookings period."

Lixto Hotel OMI is based on Lixto'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

utilise 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 reporting 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. Important market events are highlighted, and reports customised to show exactly the market data that are of most interest to individual users.

A webcast about Lixto's Hotel OMI solution, featuring Spanish hotel chain Iberostar discussing its use of the solution, can be seen at:

<http://www.lipto.com/downloadform/DownloadFormMgr/action/list/frmLiID/681/>

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.lipto.com

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