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## Press Release



### Agoda partners channel management through Availpro



Agoda.com, Asia's global hotel booking site and part of Nasdaq-listed Priceline.com, today announces a partnership with CRS and channel manager, Availpro.com. As a result of this partnership, hoteliers using Availpro Smart channel Manager<sup>®</sup> to manage their inventory and update room rates can add Agoda to their distribution channels.

A trusted brand both locally and abroad, Agoda has an edge over competitors by offering websites in 32 different languages. Branded regional sites within Asia are translated into simplified and traditional Chinese, Japanese, Korean, Thai, Malay, Indonesian and Vietnamese, making formerly inaccessible hotel information available to non-English-speaking Asian demographics, and giving Availpro hoteliers valuable reach into the Asia-Pacific market. Multilingual, multi-channel marketing and round-the-clock customer service further encourage continued growth in this region.

President of Agoda, Robert Rosenstein, remarked, "*Hotels currently using Availpro will discover that not only is it easy to manage another online distribution channel, but that via Agoda they can access a single source which delivers production from multiple customer geographies, all growing at an impressive rate. Agoda's supplier-friendly model, already a favorite in Asian destinations, is now more readily available worldwide.*"

Hoteliers who distribute through Availpro and choose to partner with Agoda also have access to Agoda's Yield Control System (YCS). The YCS extranet was custom built to make it easy for hotel partners to increase their yield. The latest version – YCS 3.0 – includes added and improved functionality and an advanced Promotions Wizard that can create promotions that drive bookings to need periods. For added simplicity, the YCS reports function can advise on which promotion is most suited to the individual hotel's needs.

Philippe Lamarche, President of Availpro's Board of Directors said, "*This collaboration is going to greatly help our clients in addressing the fantastic market that exists in Asia. Partnering with the specialist of that region will surely mean more bookings and revenue for them and the widening of their sales perspective in general.*"

About Agoda Company Pte Ltd:

Agoda Company Pte Ltd (<http://www.agoda.com>) is a leading Asia-based, online hotel reservations company, which specializes in securing the lowest discount hotel prices. Agoda.com is part of Priceline.com (Nasdaq: PCLN). Agoda's network includes over 8,000 hotels in Asia-Pacific and more than 130,000 worldwide. The multinational staff of 450 professionals, located throughout the world, provides a first-rate reservation service that uniquely combines local knowledge and local connections to provide the best hotel deals to both business and leisure travellers.

#### Availpro – overview :

Availpro is the all in one online solution published by Siriona S.A. which allows independent hotels to sell their rooms not only on their own websites (thanks to the Availpro booking engine) but also through Internet distributor partner sites (Booking, Expedia...). Management of all e-distributor channels is performed by a single extranet system: Availpro. Over 7,500 hotels use Availpro. Since being founded in 2001, 8.9 million room sales have passed through the Availpro system for a total of 750 million euro. For more information: [www.availpro.com](http://www.availpro.com)



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