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FOR IMMEDIATE RELEASE

Historic Charming Inns® Collection partners with IDeaS to drive better revenue

Independent collection of hotels increasing efficiency and ROI with IDeaS RMS

MINNEAPOLIS – February 22, 2016 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced a new strategic partnership with Charming Inns® to increase revenue performance across the collection's four historic properties with IDeaS Revenue Management System (RMS).

In search of a technology partner to help efficiently manage and increase revenue across all of their properties, Charming Inns® selected IDeaS RMS following an extensive evaluation of multiple revenue management solution providers.

"I was looking for a revenue management system that would help me be more efficient with my time and increase our revenues by making smarter, quicker and more responsive decisions," said Michelle Woodhull, vice president of marketing and revenue management for Charming Inns®. "IDeaS was the most user friendly of all systems I reviewed and didn't make functionality overly complicated."

Powered by advanced analytics and IDeaS' 25 years of innovation in hospitality technology, IDeaS RMS empowers users to increase revenue performance with comprehensive pricing decisions, precise forecasting and detailed reporting tools. A fully scalable system, IDeaS RMS makes it easy for properties to make more informed pricing decisions, regardless of current size or expansion plans.

"IDeaS is committed to helping properties of all sizes—from boutique hotels to large hotel chains—analyze their data and make strategic revenue management decisions quickly," said Jane Stampe, Americas managing director for IDeaS. "We are excited to be working with Charming Inns® to help their properties identify more revenue opportunities."

Charming Inns® is an independent collection of four inns and two restaurants located in the historic downtown district of Charleston, S.C. The properties include the John Rutledge House Inn, Fulton Lane Inn, Wentworth Mansion, Kings Courtyard Inn, Kitchen 208 Restaurant and Circa 1886 Restaurant. The small inns provide an intimate setting, with just 19-45 rooms at each property.

About Charming Inns®
Charming Inns® is a family of four elegant and historic bed and breakfast inns all located within the heart of downtown Charleston. The properties, which include the Wentworth Mansion®, the John Rutledge House Inn, the Kings Courtyard Inn, and the Fulton Lane Inn, have received numerous national accolades, including three as members of Historic Hotels of America and one as a member of Small Luxury Hotels of the World. In addition, Charming Inns owns and operates Forbes Four Star, Circa 1886 restaurant located on the grounds of the Wentworth Mansion and Kitchen 208 restaurant. For more information, visit www.CharmingInns.com.

About IDeaS

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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