



The current version of FairRate from Fairmas has been replaced as a result of the cooperation with Rubicon

Berlin, 31th august 2008: Fairmas Gesellschaft für Marktanalysen mbH has been cooperating with the Rubicon Group in the field of system-supported analysis and market observation tools for the hotel and tourism industry since March 2008. Wolfgang Gattringer, responsible for the Business Development sector at Fairmas, described the pending FairRate product launch as a milestone. The data quality of the current version of the software tool has been greatly improved by Rubicon MarketVision® through special access to the data provided.

"The depth of data of the current version of FairRate has not been always satisfactory, the display possibilities were too limited", the manager added. In future, the new version, realised through the cooperation with the Rubicon Group, will be provided with system-supported published hotel room rates (lowest available GDS rate, including Advanced Purchase and Merchant Model rates) in consolidated and structured form for a maximum of seven competitors at the location, and for 28 days in advance. "Price strategies are visualised as a result. Not only is historical data studied – it is also possible to take a look into the future", Gattringer continued.

The previous version of FairRate has been replaced by a new solution since 1st September 2008, representing an advance in our product range (sample view: <http://www.fairmas.com/doc/FairRate.Printscreens.zip>). Each Fairmas benchmarking participant will be able to test the tool free of charge for four weeks. The published hotel room rates (lowest available GDS rate, including Advanced Purchase and Merchant Model rates) are provided, with system support, in a consolidated and structured form for a maximum of seven competitors at the location, and 28 days in advance. Any customer who wishes to make permanent use of access once the test phase has ended can register online at <http://www.fairmas.com/de/solutions/finance/fairrate>. The monthly charge is 55.00 € (net). You can upgrade to the full version of Rubicon MarketVision® at any time.

Background information

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003 by Dr. Roland Smolin and Pascal Tavanti. The company aims to become one of Europe's leading vendors of software for hotel revenue management. By 2008, it had carried out more than 1,000 software installations worldwide. Fairmas has been growing continuously and its range of products and services has been expanding all the time. It is also represented by cooperation partners in London and Atlanta.

Contact: Fairmas Gesellschaft für Marktanalysen mbH, Tanja Gerhard, Meinekestrasse 24, 10719 Berlin, Mail: press@fairmas.com, Telephone: ++49 (0) 30 322 940 520; Fax: ++49 (0) 30 322 940 521