



**Fairmas Gesellschaft für Marktanalysen mbH, one of the leading providers of system- and web-based analytical tools, and The Rubicon Group, leading provider of competitive market survey tools for the travel and hospitality industry, today announced strategical alliance. Fairmas will distribute Rubicon's MarketVision® Competitive Rate Solution as part of Fairmas' hospitality service offerings.**

Berlin, March 6<sup>th</sup>, 2008: The agreement will enhance Fairmas' ability to service small hotels and chains primarily in the German market. Andy Storey, Rubicon's European Managing Director stated, "Fairmas has gained a solid reputation in the German hotel industry with its benchmarking, budgeting and forecasting tools. Their reach into small hotels and chains broadens MarketVision's reach with a business partner dedicated to the same principles Rubicon has in supporting the revenue and distribution goals of customers. Our initial focus with Fairmas will be 28 day consolidated, published room rate reporting."

"This enables small and medium-sized hotel businesses to constantly obtain up-to-date information on their market position in comparison to their competitors in order to continually work on improving their own market position", so Wolfgang Gattringer, responsible for business development at Fairmas. It is possible to update to the full version of Rubicon Market Vision at any time.

### About Fairmas

Fairmas was founded in 2003. By 2008, it had carried out over 1000 installations worldwide. Continual growth and constant expansion of their own product range distinguish the Fairmas Gesellschaft für Marktanalysen mbH which is also represented in London and Atlanta by cooperation partners. In addition to the comprehensive product range of system- and web-based planning tools, the company offers the implementation of individual solutions which are tailored to the specific, internal requirements of the client. Indeed, Fairmas has developed a budget- and forecasting tool with IHG which is used in approximately 650 IHG hotels worldwide.

### About Rubicon

The Rubicon Group ([www.therubicongroup.com](http://www.therubicongroup.com)) is the leading provider of competitive market survey tools for the global travel industry. Rubicon's focus is to integrate competitive market information into the business planning and revenue management practices of its customers in the hotel, airline and rental car industries as well as support the general market analysis needs of the travel industry. Rubicon satisfies its customers' need for Competitive Rate, Demand Analysis and Display Position information through its MarketVision® product. Rubicon offers the broadest and deepest collection of market information in the travel industry today.

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