



Lanyon acquires Uversa

The leader in hospitality content and procurement automation technology for the global travel industry provides solutions to clients representing \$25B in annual global hospitality spend

Dallas, Texas – February 2, 2011 – Lanyon, Inc., the leading provider of content management and spend management solutions to the hospitality industry, today announced it has acquired Uversa International, Inc., a provider of corporate spend management solutions based in Reston, Virginia. The acquisition includes Uversa's on-demand spend management platform which helps corporations in the sourcing and management of transient preferred hotel rates. "We are delighted that Uversa is joining Lanyon. This transaction represents great value for all stakeholders" explained Todd E. Tyler, President & CEO of Lanyon. "Uversa's corporate clients gain immediate access to our entire Total Hospitality Spend Management suite and Lanyon's hotel clients gain access to an impressive additional corporate client base through their existing Lanyon RFP subscription."

"We are extremely happy to finalize this deal with Lanyon" said Jo Ann Baynes, former President and co-owner of Uversa. "Given our customer base and position in the marketplace, we attracted interest from a number of different parties. We gave careful consideration to all offers, but selected Lanyon because we felt that the interests of our employees and customers are best served with this them."

Uversa co-owner and System Architect, Sean Shelton said "Lanyon's Total Hospitality Spend Management solution is an amazing leap forward for this category as well as a huge benefit to our clients. We are looking forward to working with Todd and the team to drive the much needed change in our industry."

Lanyon's Total Hospitality Spend Management solution offers corporations and agencies the only automated and centralized method to manage the entire spend category. From sourcing of preferred properties (transient, engagement, meetings), custom online traveler resources, negotiated rate auditing and availability checking, to robust benchmarking, compliance and savings reports, Lanyon provides the only integrated procurement automation solution to manage a company's travel and entertainment spend.

About Lanyon

For 26 years, Lanyon has been delivering exceptional content distribution technologies to the travel industry. Today, Lanyon is the recognized leader in content management solutions for the global hotel industry, and in sourcing and procurement solutions for corporate travel buyers. From its early success with GDS publishing and productivity tools to its RFP solutions for hotels, consortia and corporations, Lanyon solutions are used globally to reduce data management costs, effectively manage and distribute hotel content, and efficiently connect corporate travel buyers with hospitality suppliers.

Established in 1984 and headquartered in Dallas, Texas, many car rental companies, travel management companies, agencies, airlines, and hotels worldwide use Lanyon for their RFP and content management needs.



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