



## **HEDNA honors TAXEO with its 2011 Spirit of Innovation Award**

PRAGUE, CZECH REPUBLIC, June 29, 2011 - HEDNA, the Hotel Electronic Distribution Network Association, announced TAXEO as the recipient of its 2011 Spirit of Innovation Award. The presentation was made during HEDNA's 20th Annual Electronic Distribution Conference in Prague, Czech Republic. This is the first time HEDNA has given the Spirit of Innovation award.

HEDNA's 2011 Spirit of Innovation award recognizes a key travel innovator who is driving the industry in a new direction. During the "Meet the Innovators" session, the five nominees presented to attendees, who then cast their votes to recognize the best innovation in travel and the hospitality industry. The other nominees were Michael Madison of menumodo, R. J. Friedlander of ReviewPro, Olivier Jager of ForwardKeys, and Matthias Hosp and Felix Gorbach of YouMove.

TAXEO is a service that helps international business travelers recover VAT on travel services in the European Union, Norway and Switzerland. Using a card-based system, TAXEO will submit rebate requests on behalf of the customer. TAXEO allows large businesses to recover VAT on smaller expenditures that might otherwise be overlooked. Small and medium-sized business can begin to recover VAT if they aren't doing so now. "It's a simple, automated and affordable solution that makes VAT rebates available to businesses of all sizes," said CEO Jean Cazès.

"The HEDNA Spirit of Innovation Award aligns with the Association's mission of educating our membership on the next big opportunities," said Melanie Ryan Owens of Orbitz Worldwide and HEDNA president. "These five innovative companies are changing the travel industry and driving it forward. Congratulations to TAXEO for exemplifying travel innovation."

### **About HEDNA**

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 202-204-8400 or by visiting <http://www.hedna.org/>

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