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For Immediate Release

Sanctuary on Camelback Mountain Sets Standard with UniFocus' Employee Feedback Solution

Top U.S. Resort Raises Bar with Web-based STAFFScope[®]

DALLAS— MARCH 4, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that the top-ranked resort in the United States has selected the firm's STAFFScope feedback solution to raise the bar even higher. Sanctuary on Camelback Mountain Resort & Spa, a boutique property on Camelback Mountain in Paradise Valley, Arizona, was named top U.S. resort by readers of Condé Nast Traveler in one of the largest such polls ever conducted.

STAFFScope is a Web-based feedback solution that helps hotel resort organizations improve employee morale and productivity while lowering labor costs through decreased turnover.

"We chose the UniFocus STAFFScope solution based upon four compelling reasons," explained Ian Dunlap, Director of Human Relations for Sanctuary on Camelback Mountain. "First and foremost, UniFocus' Diane Heppel is a strong customer advocate and very passionate about the product, and this was a big influence in our decision. Second, the intuitive look and feel of STAFFScope is exactly what we were looking for. Third, cost is very reasonable for the quality of the product and service we have seen thus far. Finally, we received an excellent reference from another resort in Phoenix that has used the UniFocus STAFFScope product with much success."

Sanctuary on Camelback Mountain plans to utilize STAFFScope to survey its employees at least twice annually. The renowned Arizona hideaway will capture employee feedback to determine attitudes and perceptions of team members and establish baseline patterns. Sanctuary on Camelback Mountain will then compare what effect employee satisfaction has on guest satisfaction and revenue.

"To a large degree, our partnership with Sanctuary on Camelback Mountain is the result of a mutual dedication to ideals of sterling quality and service in the hotel resort industry," said Mark Heymann, President and CEO of

UniFocus. “Many of our clients are well spoken of in the industry, and certainly Sanctuary on Camelback Mountain has the reputation from their guests of being the best resort and spa in the United States. The fact that organizations with such impeccable service standards come to UniFocus is further validation that together we’re raising the bar in the hospitality industry for service, quality, satisfaction and performance.”

UniFocus executives have provided technology leadership to the hospitality industry for more than 25 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the customer experience. Equipped with superior business intelligence and labor management technology, UniFocus clients can more effectively optimize quality, satisfaction, operational efficiency and profitability—with a higher ROI.

STAFFScope is a Web-based survey solution geared toward helping lodging properties key in on staff concerns, creativity and suggestions, which in turn result in increased employee morale and productivity, decreased turnover, and the kind of top-quality guest services that only a satisfied, highly motivated staff can provide.

Key features of the STAFFScope employee-survey solution include:

- Web-based technology that enhances the standard paper survey formats for easy and fast deployment across an entire organization.
- State-of-the-art online reporting applications for every level of the organization.
- Roll-up reports for multiple properties.
- Essential benchmarking by market segments.
- Scientifically proven identification of the Critical Staff Factors that will truly make organizational change occur.
- Integrated goal setting and action plan tracking functionality that ensures achievement of improvement goals.
- STAFFScope training and support provided by a UniFocus team that has decades of hospitality and human-resources experience.

For more information on STAFFScope and other UniFocus management and financial solutions, visit the company’s Web site, www.unifocus.com.

About The Sanctuary on Camelback Mountain Resort & Spa

One of the country's most acclaimed luxury resorts, the Sanctuary on Camelback Mountain Resort & Spa is a boutique property on Camelback Mountain in Paradise Valley, Ariz. Under the direction of Westroc Hospitality, Sanctuary enjoys international renown for its striking contemporary design and award-winning “elements” restaurant and Sanctuary Spa. A member of Small Luxury Hotels of the World, Sanctuary is a AAA Four-Diamond resort and is included in the 2006 Travel + Leisure “T+L 500” list. The Sanctuary also has been a Condé Nast Traveler “Gold List” and “Reader’s Choice” winner since opening in 2002. For more information, visit the Sanctuary’s Web site at www.sanctuaryoncamelback.com.

About UniFocus

Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client’s performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a “total picture” overview of their operations, set strategic actions and gain asset value.

UniFocus is a Preferred Vendor of The Leading Hotels of the World®, a Microsoft® Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit www.unifocus.com or call 972-512-5100.