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For Immediate Release

Crowne Plaza Houston–Reliant Park Invests in ‘Smart’ Labor Management System from UniFocus

Smart System Automatically Synchronizes Labor Schedules with Demand

DALLAS—FEBRUARY 25, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced a partnership with Crowne Plaza Houston–Reliant Park to deploy its Watson, R.M.™ Labor Management System and Budgeter platform. The upscale property aims to maximize service at the least cost by synchronizing labor with demand, utilizing powerful tools for automated forecasting and scheduling. The system also includes real-time reporting for improved planning.

The Crowne Plaza Houston–Reliant Park recently underwent a multi-million dollar renovation that has transformed each of its 675+ guestrooms into a comfortable sanctuary. The luster has also been restored to its 60,000 square feet of meeting space, 18,000 square foot Grand Ballroom, restaurants and other facilities.

“We are happy to announce our partnership with UniFocus as a newly branded Crowne Plaza hotel,” said Sean Krueger, General Manager. “We were impressed with the capability of integrating short and long term labor management needs with comprehensive budgeting for 30-60-90 day projections. The ability to easily create ‘what-if’ scenarios to forecast revenues and costs at various levels is a critical advantage today.”

The Watson, R.M. Labor Management System from UniFocus is the most advanced solution available for workforce management in the hospitality industry today. It includes modules for dynamic variable budget and revenue analysis, with smart applications for forecasting, planning, scheduling and evaluation.

“In today’s economic environment, a smart labor management system that fine-tunes itself can not only protect profitability but also pay big dividends,” said Mark Heymann, President and CEO of UniFocus. “Our Watson, R.M. Labor Management System incorporates sophisticated industry-specific statistical analysis to project short-term business volumes and then optimizes workforce schedules by identifying the critical relationships

between key business volumes, such as number of guests to be served at any given point in time and the necessary staff to meet service standards.

“Additionally, Watson, R.M. Budgeter enables flexible cost assessments in relation to actual business serviced and operating standards, thereby ensuring accurate evaluation of cost performance,” continued Heymann. “We are very pleased about our new partnership with Crowne Plaza Houston–Reliant Park and look forward to working with them.”

Watson, R.M. Budgeter is the industry’s only true flexible budgeting platform with integrated forecasting that supports zero-based cost analysis. Budgeter also enables hospitality organizations to take snapshots of their operation at any time during a P&L period to assess end of period projections.

About Crown Plaza Houston–Reliant Park

Since 1969, this hotel has enjoyed a long and storied history as home of many events in Houston. Overlooking the original 8th Wonder of the World – The Astrodome – The Crowne Plaza Houston Reliant Park (formerly The Houston Grand Plaza) is uniquely situated conveniently to all activities at Reliant Park and in the famous Houston Medical Center. Conveniently located at the intersection of Kirby Drive and the 610 Loop, access to the hotel is quick and simple. For more information, please visit www.houcp.com or call 713-748-3221.

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 Partner of The Leading Hotels of the World[®], a member of the American Resort Development Association (ARDA), a member of the Association of Collegiate Conference and Events Directors-International (ACCED-I), 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.

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