



For more information, contact:
Barb Worcester
President/Principal
PRPRO
Tel: (440) 930-5770
barbw@prproconsulting.com
or
Michael Adkisson
Director of Public Relations
UniFocus, LP
Tel: (972) 512-5187
madkisson@unifocus.com

For Immediate Release

Millennium Hotels and Resorts Partners with UniFocus for Employee Engagement Initiative

UniFocus New Standard for Employee, Guest and Meeting Planner Feedback

DALLAS— JULY 16, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Millennium Hotels and Resorts is launching an employee engagement initiative utilizing the firm's STAFFScope for its 15 properties in the United States. The executive management team chose to partner with UniFocus because of its proven track record for helping hospitality organizations make better use of feedback data to produce actionable knowledge, resulting in improved employee engagement, customer loyalty, profitability and asset value.

Millennium Hotels in North America are upscale and deluxe properties located in a diverse range of city centers and resort areas. The hotels serve national and international business and leisure travelers, offering impeccable facilities and standards of service. Millennium Hotels are incorporating industry feedback standards such as UniFocus' STAFFScope™, GUESTScope™ and MEETINGScope™ to cross-correlate the results and then apply that relational knowledge to ensure that brand standards are consistent across their properties.

"Our partnership with UniFocus is an intrinsic part of our focused efforts on growing brand awareness in North America," said John Arnett, President and CEO of Millennium Hotels & Resorts. "We have already achieved measurable results through our GUESTScope and MEETINGScope initiatives for identifying and responding to service issues that impact guest and meeting planner satisfaction. We are now in the process of defining a workforce culture of excellence that reflects a commitment of service and dedication to our customers.

"I was impressed by UniFocus' expertise in the area of employee engagement, and am particularly pleased with Diane Heppel's remarkable insight and knowledge," continued Arnett. "She helped us target five simple areas where we could improve the work atmosphere and then challenged us all to take more of a leadership role in driving a personal level of commitment throughout the organization and across all of our properties."

UniFocus developed STAFFScope to help companies cultivate a workplace atmosphere that promotes employee engagement through improved communication and knowledge. STAFFScope helps hospitality organizations employ critical issues analysis for actionable knowledge to re-engage their workforce for initiative, talent, creativity and longevity—and then factor in related quality metrics for more advanced results.

“Our latest initiative with UniFocus adds a new dimension to how we maintain our service standards,” said David Renker, SVP Sales and Marketing, Millennium Hotels and Resorts. “By incorporating a recognized industry standard for employee engagement across our portfolio, the Millennium brand is reinforcing our upscale positioning in the market. This program is designed to help ensure that our guests have a memorable experience during their stay.”

Many hospitality organizations have found that a higher level of employee participation helps create a more satisfying experience for guests. By dynamically correlating related sets of data, UniFocus has proven that an engaged staff is inextricably linked to building guest loyalty and also results in higher employee retention.

“We are pleased that our partnership with Millennium Hotels has advanced to a new level with UniFocus’ STAFFScope feedback solution to help solidify brand standard awareness across their properties,” said Mark Heymann, President and CEO of UniFocus. “Our clients have consistently reported higher response rates because STAFFScope is scientifically designed to engage employees in the actual survey process itself.

“Our survey questions are defined so that hospitality organizations know the root causes of a specific ranking,” continued Heymann. “Additionally UniFocus’ online reporting capabilities enable you to analytically show the relationship between employee engagement and guest satisfaction through the correlation of key attitudinal variables. We are excited that Millennium Hotels can now apply the full scope of relational knowledge from employee, guest and meeting planner feedback for positive impact on asset value and profitability.”

STAFFScope is a Web-based survey solution geared toward helping lodging and resort properties focus on staff concerns, creativity and suggestions. The end result is increased employee morale and productivity, higher retention, and 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 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 makes organizational change occur.
- Integrated goal setting and action-plan tracking functionality
- Training and support by a UniFocus team with decades of hospitality and human resources experience.

About Millennium Hotels and Resorts

Millennium Hotels and Resorts (MHR) is the North American arm of London-based Millennium and Copthorne Hotels plc (MLC). The MHR portfolio includes 15 hotels in the U.S., offering both business and leisure travelers upscale accommodations in premier locations from major cities to resort areas. Hotels include the Millennium Broadway and The Premier, located in the heart of New York's Times Square; the historical Millennium Biltmore Hotel in downtown Los Angeles; the Millennium Bostonian, overlooking Faneuil Hall and Quincy Market in Boston; and the Millennium Knickerbocker Hotel, situated in Chicago's famed Magnificent Mile. For more information or reservations, please call 866-866-8086 or visit www.millenniumhotels.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 Partner of The Leading Hotels of the World®, a member of the American Resort Development Association (ARDA), 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.