



For more information, contact:

Evelyn Hall, ProWords Communications
(908) 295-8652

Gerald P. Chase, New Castle Hotels & Resorts
(203) 925-8370

Barb Worcester, PRPRO
(440) 930-5770

Michael Adkisson, UniFocus, LP
(972) 512-5187

For Immediate Release

New Castle Hotels & Resorts Launches GUESTScope™ Satisfaction Survey in All Independent Properties

DALLAS— AUGUST 6, 2008—New Castle Hotels & Resorts, a leading third-party manager and hotel ownership and development company, has launched UniFocus' GUESTScope guest survey systems in all independent properties in the company's portfolio, announced Gerald P. Chase, chief operating officer of New Castle.

An advanced survey technology for gathering and evaluating guest feedback, GUESTScope has been in use at New Castle's Brookwood Inn, Woodcliff Hotel and Spa, the Craftsman Inn, and in the three Signature Resorts the company manages on behalf of the Province of Nova Scotia – Digby Pines Resort, Keltic Lodge and Liscombe Lodge. GUESTScope uses questions scientifically designed to increase guest response rate. Gathered data provide properties with an assessment of guest satisfaction, and assist in creating strategies to improve employee performance and guest satisfaction.

"We've had great success partnering with UniFocus to use GUESTScope at our independent properties," Chase says. "Not only do we find out how we score based upon history and how that relates to comparable properties in the marketplace, but this information is also correlated with other key indicators, such as employee engagement. These results serve to validate our culture of instilling ownership in every team member to create more satisfied guests."

"Our guest satisfaction has greatly improved because we can now find out and respond to guest issues quicker," says Rene LeBlanc, general manager for Digby Pines Resort. "GUESTScope provides query data and monthly reports that enable us to know exactly how we're doing in the guest experience and what matters most to them. Most importantly, they appreciate getting a personalized, instantaneous response to their feedback and know that not only do we care about what they think, we take commensurate actions."

"We are pleased to expand our partnership with New Castle Hotels and Resorts, having successfully worked with them for the previous five years," says Mark Heymann, President and CEO of UniFocus. "In today's market environment it is vital to understand exactly what drives guest satisfaction and how that relates to other key

performance indicators. We are excited about New Castle's decision to expand GUESTScope utilization across all of their independent properties and look forward to helping them meet their strategic business goals."

About New Castle

New Castle Hotels & Resorts portfolio includes 31 resorts and hotels the company manages, owns or is developing in the United States and Canada. The privately held hotel management company consistently ranks in the country's top 100 hotel management and development companies in hospitality industry trade publications. New Castle celebrated its 25th anniversary in 2005. For more information on New Castle Hotels & Resorts, please contact Gerald P. Chase, president, chief operating officer, at (203) 925-8370, or visit the corporate website at www.newcastlehotels.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.

-- # # # --