



For more information, contact:

Michael Adkisson
Director of Public Relations
UniFocus, LP
Tel: (972) 512-5187
madkisson@unifocus.com

For Immediate Release

Real Hotels & Resorts Partners with UniFocus for SERVICEScope® Mystery Evaluations

*Evaluations Target Changing Perceptions in Today's Economy;
Ensures Service Standards Reflect Highest Perceived Value*

DALLAS— MAY 5, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced a partnership with Real Hotels & Resorts to perform SERVICEScope evaluations for their properties located in Central and North America. The top-ranked hotel management company, headquartered in San Salvador, El Salvador, has received multiple awards and recognitions for its high service and product consistency across its entire property portfolio.

“It’s during economic downturns when customer perceptions change the most, so getting an accurate read on the service experience is critical to successful hotel operations in today’s climate,” said Mark Heymann, President and CEO of UniFocus. “Our SERVICEScope methodology was designed to ensure that service standards are in sync with how guests view the experience and that you’re hitting all of their hot buttons.”

Real Hotels & Resorts manages 17 hotels and resorts in the Americas, out of which 14 are strategically located throughout the Central American region. Real is the most recognized hotel chain in that specific area, operating with award-winning standards under different brands from prestigious hotel companies such as InterContinental Hotels Group, Choice Hotels International and Marriott International, Inc.

“Our mission at Real Hotels & Resorts is to be the best hotel chain in every market we are in, and to provide our guests with the highest perceived value,” said Fernando Poma, Managing Director of Real Hotels & Resorts. “We entered into a partnership with UniFocus because of their technological capabilities to provide us with the big picture, to measure performance, and to ensure that our standards always reflect what’s most important to our customers. This is also part of our strategy for staying ahead of the competition and is intrinsic to our core business values for promoting consistency of service in every culture we’re operating in.”

SERVICEScope is a relational system developed by UniFocus to put the “wow” factor back into the hospitality experience. Utilizing the industry’s most qualified certified evaluators and technologies, organizations can now find out how service standards relate to perceptions and how employee attitudes impact service delivery. By correlating all known variables, companies can produce meaningful knowledge for bottom-line results.

“Once you’ve gleaned intelligence, it’s critical to share this information so that you can engage your staff to deliver the level of services that ‘wow’ your guests so that they will return and recommend,” continued Heymann. “Our partnership with Real Hotels & Resorts is further evidence that UniFocus is gaining traction in this area, both in the Americas and throughout the world, and we look forward to working with them.”

SERVICEScope may be used with UniFocus’ feedback technologies or any other satisfaction survey system. Real-time information is delivered in an easy to understand and actionable format consistent with guest, employee and meeting planner feedback components. SERVICEScope examines dimensions of service such as knowledge, communication, timeliness or quality and then correlates this information with survey analytics.

About Real Hotels & Resorts

Real Hotels & Resorts, Grupo Poma's hospitality division, is a leading lodging company with more than 4,500 available rooms distributed within its 27 hotels opened or under development in the United States, Central and South America and the Caribbean. Real Hotels & Resorts operates its properties in alliance with three large hotel chains: InterContinental Hotels Group, Choice Hotels International and Marriott International. The company is headquartered in San Salvador, El Salvador and had approximately 3,500 employees at 2007 year-end. It is ranked as one of the top hotel management companies in Latin America having received multiple awards and recognitions for its high service and product consistency across its entire property portfolio. For more information or reservations, please visit www.realhotelsandresorts.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 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 Destination Marketing Association International, 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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