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For Immediate Release

Legendary Stoneleigh Hotel & Spa Selects UniFocus' GUESTScope™

GUESTScope™ Enables Personalized Responses to Guest Feedback

DALLAS—SEPTEMBER 24, 2008—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced a new partnership with The Stoneleigh Hotel & Spa to utilize GUESTScope throughout all areas of the boutique property. The 4+ Star luxury hotel, a well-known Dallas landmark, selected UniFocus because of their expertise at creating actionable intelligence from interrelated performance metrics and capabilities for sending personalized responses to guest feedback.

The Stoneleigh Hotel & Spa recently underwent an extensive \$36 million renovation that reflects a modern interpretation of its original Art Deco influences, stylishly preserved throughout the 170-room upscale hotel. The luxury property is rated 4.5 stars by Expedia and includes a full-service spa, signature restaurant and penthouses. The Stoneleigh is a member of Preferred Hotels and Resorts and Historic Hotels of America.

“At The Stoneleigh Hotel and Spa we have a reputation for providing the kind of high-end personalized service that never fails to impress our well-traveled guests,” said John Langston, Managing Director for The Stoneleigh. “We put high value upon knowing what our guests prefer and UniFocus' GUESTScope will add another critical dimension to our guest-centric culture by enabling us to know what they think—instantaneously. That's a fundamental differentiator, given the changing dynamics of what guests expect in today's upscale hotel environment.”

“We were impressed by the fact that UniFocus survey questions are scientifically designed to get a higher response rate,” continued Langston. “Most importantly, we will have the analytics to relate guest satisfaction to other key performance indicators and fine-tune service levels to create even more memorable stays.”

Many of today's premier hotel properties partner with UniFocus to leverage GUESTScope as a powerful Business Intelligence tool. Online analytical processing capabilities can reveal opportunities for improvement or

help executives make critical capital expenditure decisions. Hoteliers can assess perception of value based upon rate, length of stay as well as room type and total spend. With extensive drill-down analytical capabilities a property can uncover the “why” behind the perception and understand how to generate higher intent to recommend and return.

“Our partnership with The Stoneleigh Hotel and Spa is emblematic of how hospitality organizations can successfully position their business for growth in today’s more competitive market environment,” said Mark Heymann, President and CEO of UniFocus. “We’re seeing a robust demand for the kind of personalized services offered by upscale luxury hotels that encourage guest loyalty. GUESTScope can help hoteliers find out what touch points influence satisfaction the most and identify those guests most likely to return and/or recommend to others.”

“We are thrilled that a well-known Dallas landmark such as The Stoneleigh chose to partner with UniFocus to help them continue to raise the bar higher for personalized attention and grow their business,” Heymann continued. “GUESTScope closes the loop on guest feedback by enabling customized responses to survey feedback.”

Luxury boutique hotels such as The Stoneleigh understand that knowing guests by name, along with their preferences, keep them coming back. Experienced corporate and leisure travelers make up 80 percent of their business; more than a quarter of the property’s guests take advantage of the hotel’s luxury Spa at Stoneleigh.

In addition to the capabilities mentioned above, GUESTScope features include:

- Sharp focus on measuring crucial outcomes that really matter in the customer experience: Satisfaction, Intent to Return/Recommend, and Value (The SIRV Monitor).
- Patented components that deliver proven results through brief, easy-to-understand questions that increase response rate.
- Training and support staff with vast hospitality and service industry experience.
- Comprehensive trending and comparative data analysis that furnishes the clearest insight into operational strengths and weaknesses.
- Benchmarking analysis that provides understanding of a property’s competitive position.
- Extensive report drill-down capabilities that get to the level of detail needed to diagnose results—even to tracking the performance of a particular room.
- Advanced open-ended comment search capabilities that quickly provide in-depth understanding of the “whys” behind results.

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

About The Stoneleigh Hotel & Spa

Opened in March 2008 after a \$36 million renovation and restoration, The Stoneleigh Hotel & Spa is a legendary, 170-room, Art-Deco hotel on a tree-lined street in the beautiful Uptown residential district of Dallas. First opened in 1923, The Stoneleigh restoration maintains the landmark hotel’s period-style architecture while updating it with modern comforts and amenities. Within the 12-story hotel is a wide range of guest room styles and layouts, among them eight Tribute Suites to

legendary past visitors such as Elvis Presley and Judy Garland, as well as opulent Penthouse Suites designed by Carleton Varney of the renowned Dorothy Draper Company. A new restaurant, Bolla, offers innovative modern Italian cuisine created by Iron Chef-challenger and James Beard-award winner, David Bull. The Stoneleigh also boasts a 5,200 square-foot full service luxury spa and fitness center. Interiors feature works by some of Texas' most talented artists, while an opulent Grand Salon on the top floor, designed by Deborah Forrest of the renowned Dallas based ForrestPerkins design firm, presents Dallas in panorama. The Stoneleigh Hotel & Spa is a member of Preferred Hotels & Resorts and Historic Hotels of America. www.stoneleighhotel.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.

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