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For Immediate Release

Penn State Hospitality Services Forms Strategic Alliance with UniFocus

MEETINGScope™ Survey Analytics Help Enhance Service Experience

DALLAS—JULY 22, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, has kicked off a partnership with Penn State Hospitality Services with the implementation of MEETINGScope for the Penn Stater Conference Center Hotel and the Nittany Lion Inn; both owned by Penn State University and managed by its Hospitality Services Department.

MEETINGScope is the most advanced web-based system available for gathering critical feedback in real-time throughout the entire event process. This timely process helps to ensure the highest possible level of meeting planner satisfaction and thereby intent to recommend and return. With a focus on the partnering nature of the relationship of meeting planners to hotels, MEETINGScope supports growing this bond and therefore the hotel's revenue.

“Booking events remains a vital source of revenue for hoteliers today, yet clearly meeting planners have more bargaining power and many other options that may have not been present 18 months ago,” noted Mark Heymann, President and CEO of UniFocus. “That increases your cost of customer acquisition and, since getting business in the door is only half the battle, keeping it is even more crucial now. MEETINGScope enables you to know where revenue is at risk, because at any given time customers are dissatisfied, but few will complain and the rest simply go elsewhere.”

The real-time nature of UniFocus' MEETINGScope provides an important competitive differentiator by enabling quicker response to service issues and shorter recovery time. As you can identify critical issues that occur at any point in the event timeline, on-going feedback ensures a consistently positive experience at every touch point.

“We've had a tremendous response from our customer base utilizing UniFocus' MEETINGScope and have gleaned a lot of really useful information that helps us identify trends and make improvements,” said Jim

Purdum, General Manager for Penn State's on-campus hotels. "Previously we had a difficult time getting meeting planners to complete the surveys; the old system never got a response rate high enough to generate any valid results. With UniFocus we get timely accurate data that allows for objective service evaluation."

UniFocus' MEETINGScope system streamlines communications, analyzes every aspect of critical service delivery factors, and provides historical data capture for trending and strategic planning—all of which combine to enhance relationships with meeting planners. Survey results can also be related to guest and employee feedback then analytically compared with mystery evaluations to produce a whole new level of actionable intelligence.

"Too often with traditional survey feedback, managers feel as though they are getting a report card rather than real information about service performance and how they can better manage the service experience from initial contact to event delivery," continued Purdum. "Moreover, today meeting planners are under the gun to cut costs which adds pressure on meeting facilities and hotels to discount rates and even jettison whatever standard survey system is in place. Meeting planners need to spend wisely and will patronize hotels that really pay attention to their needs and MEETINGScope helps our organization compete effectively in this very tight market and to recover in a timely manner if something isn't just right."

"We're pleased to announce our strategic partnership with Penn State Hospitality Services and look forward to working with them to ensure successful outcomes for every meeting and event," added Heymann. "Moreover, we hope to build upon their recent MEETINGScope implementation so that they may realize even greater value by correlating survey analytics with guest and employee feedback results."

There is no system comparable to MEETINGScope that can match the right staff with the right meetings by utilizing a database of more than 100,000 meeting-planner profile types. Coupled with rich-media online sales tools, hotel operators can also gain more traction in booking events business as a vital source of revenue.

Among the benefits MEETINGScope offers are:

- Web-based survey technology and e-mail correspondence—essential to reaching meeting planners—that delivers higher response rates and maintains statistical reliability.
- Immediate "Hot Button" reports showing important service concerns, even in first-time-business situations.
- A database of more than 100,000 meeting-planner profiles.
- Benchmarking, team performance and results reporting across each department that are delivered in an online system in real-time.
- An integrated Action Plan Tracking System that ties directly to Meeting Planner Response System to ensure that proper service recovery occurs.
- MEETINGScope training and support provided by a UniFocus team that has decades of hospitality and meeting sales experience.

For more information on MEETINGScope and other UniFocus management and financial solutions, visit the company's Web site, www.unifocus.com.

About Penn State Hospitality Services

Penn State Hospitality Services is a business unit of Penn State University that not only provides procurement and IT business services but sponsors intern programs that provide a hands-on learning environment for students at Penn State University in its two on-campus hotels, the Penn Stater Conference Center Hotel and the Nittany Lion Inn.

The Penn Stater Conference Center Hotel offers 58,000 square feet of flexible meeting space, complete with banquet and meeting amenities, a smoke-free environment, technologically sophisticated audiovisual equipment and event planning services. From our 41 professional conference rooms to our elegant 10,000-square-foot ballroom, we have the perfect space for your event. We can host and cater a range of functions, including weddings.

The Nittany Lion Inn, a member of Historic Hotels of America, is one of the state's premier leisure, meeting and conference facilities, located in the heart of Pennsylvania. Blending traditional charms and modern convenience, our 223 beautifully appointed rooms and suites feature complimentary high-speed Internet access to keep you connected. Guests can choose from 25,000 square feet of meeting space, with a range of seating options and audiovisual setups available.

For more information, visit <http://www.pennstatehotels.com> or call 1-800-233-7505.

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 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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