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For Immediate Release

Thayer Lodging Partners with UniFocus for Higher Return

SERVICEScope[®] Ensures Perception Matches Dazzling Experience

DALLAS— JULY 30, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced a partnership with Thayer Lodging Group to realize a higher return on its properties by increasing the “wow” factor in the guest experience. Thayer is working with UniFocus and its SERVICEScope system to achieve more widespread utilization of premier accommodations offered by their properties—such as allergy-friendly, PURE-designated rooms and conference centers.

The Annapolis-based real estate investment company has a portfolio of 14 hotels and over 2,800 guest rooms; Thayer’s mission is to realize exceptional returns through value-add business plans. Thayer has teamed up with UniFocus to ensure service levels exceed customer expectations.

“Our partnership with UniFocus is a great match because of the value we put on relationships that drive results and return on investment—more acutely so in today’s market environment,” said Carroll Warfield, Managing Director of Thayer. “Now more than ever it is critical to gain actionable knowledge about what drives guest loyalty and how to re-engage employees to maximize return. We were most impressed by UniFocus’ Susan Perrin’s personal touch, her thoroughness to detail, tenacity and customer-savvy skills.”

SERVICEScope is a relational system developed by UniFocus to put the “wow” factor back into hospitality. 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.

Thayer properties offer PURE-designated hotel accommodations and meeting space that are treated with the latest technologies for indoor air quality available. In-room filtration systems remove harmful allergens in the air and kill 99.9% of all viruses and bacteria that exist in the environment.

“We are very excited about partnering with UniFocus to ensure that our guests know and experience the upscale accommodations our properties offer,” remarked Tom Kammerer, Managing Director of Thayer. “Our objective is to measure how well we’re doing in this respect, correlate this information with guest and employee perceptions and gain actionable knowledge to better serve our guests and meeting planners.”

According to a recent survey conducted by Cornell University’s Survey Research Institute, general interest for allergy-friendly rooms was very high with the vast majority (83%) saying they would prefer to stay in a hotel room to remove airborne allergens, if they had the option. Business travelers were slightly more likely to say that they would prefer an allergy-friendly room (90% vs. 82%).

“Our partnership with Thayer Lodging is emblematic of how successful hospitality-related organizations are responding to today’s unpredictable market conditions,” said Mark Heymann, President and CEO of UniFocus. “In order to stay ahead of the curve, our clients are finding out if service standards are in sync with today’s changing perceptions; stand-alone random assessments cannot provide this information. Multi-dimensional reporting relates evaluation results with guest perception so that organizations can concentrate on what really matters, and then fully engage their staff for excellence to deliver services that meet expectations.”

SERVICEScope helps bring together the full scope of meaningful knowledge required to drive profitability and increased asset value. This enables hospitality organizations to see the big picture, and find out how service standard attainment relates to guest and employee perceptions. When mystery shopping evaluation results are correlated with guest perception and employee feedback, the insight is revealing.

About Thayer Lodging Group

Thayer Lodging Group is a real estate venture capital operating company that sponsors investment funds specializing in hotel and hospitality investments. Formed in 1991, the company has achieved since its inception more than a 29 percent compound rate of return on more than \$1.7 billion of real estate investments. Additional information about the company may be found at www.thayerlodging.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 Microsoft® Certified Partner, a member of the American Resort Development Association (ARDA), 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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