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For Immediate Release

Valet Parking Leader, Towne Park, Selects UniFocus' Watson, R.M.™ Solution for Workforce Management

DALLAS AND ANNAPOLIS, MD – JAN. 10, 2012 – UniFocus, a global pioneer in Workforce Management solutions, and Towne Park, America's premier provider of valet parking, parking management and hospitality staffing solutions, today announced that the industry giant has selected UniFocus' innovative Watson, R.M. Labor Management System (LMS) and Time & Attendance System (T&A) to effectively schedule and control labor at all client locations.

“With more than 6,500 employees serving over 400 sites across the country, managing such a large and diverse guest-facing work force presents some unique challenges. We selected UniFocus over the competition because its solutions alone balance our need to provide outstanding guest service while maintaining our ability to manage costs and offer our clients competitive rates,” said Matt Cahill, Executive Vice President, Hotel Operations of Towne Park. “UniFocus' long history in labor management and its dedication to the needs of the hospitality industry made Watson, R.M. the clear choice.

“With Watson, we can more accurately forecast business levels and schedule our associates to meet guest demand, effectively managing all labor standards and compliance rules while providing our associates and managers with an efficient, easy to use, web-based system,” continued Cahill.

The newest release of Watson, R.M. T&A provides real-time touch screen smart clocks, eliminating issues such as the California meal break penalty. It also features an easy to use communication portal which allows employees to check hours worked and upcoming schedules as well as request time off or to swap shifts. Watson, R.M. LMS offers an improved schedule editor for managers to make changes to system generated schedules and an advanced interactive dashboard, allowing management to dynamically drill down and examine results at any level in the company structure.

“When looking for a Time & Labor Management System, Towne Park wanted cutting-edge technology delivered by a partner who specializes in the hospitality market,” said Mark Heymann, President and CEO of UniFocus. “Watson R.M. provides them with an advanced and consistent way to effectively manage their employee labor scheduling and tracking.

“We are proud that Towne Park has selected UniFocus and we are looking forward to partnering with them. The Watson, R.M. system scales easily and will provide the company’s management team with all of the tools needed to optimally grow their business,” Heymann continued.

About Towne Park

Towne Park provides valet parking and parking management solutions to hotels, casinos, hospitals and other enterprises nationwide. Towne Park’s 6,500 associates serve more than 400 [clients](#) in over 50 markets nationwide. Over the past two decades, more and more properties have come to rely on Towne Park for its proven innovations and passionate associates who are Driven to Serve[®]. You can visit Towne Park at www.townepark.com and find them on [Facebook](#) and [Twitter](#) @MyTownePark.

About UniFocus

UniFocus is a global pioneer in the hospitality industry for advanced technology solutions – utilized today in more than 82 countries. Our technologies include industry-leading labor management systems, integrated with time & attendance; budgeting and performance intelligence. Coupled with guest, employee and meeting planner feedback, and multi-dimensional mystery evaluations, UniFocus’ unmatched consulting and training expertise ensures clients get measurable returns for the systems we deliver – and customize to their needs.

UniFocus is a Microsoft[®] Certified Partner, 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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