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For Immediate Release

Troon Golf Partners with UniFocus to Re-Engage Staff

International Golf Management Company Launches Employee Engagement Initiative with STAFFScope®

DALLAS— MAY 20, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, resource management and closed-loop feedback solutions, announced that Troon Golf has partnered with UniFocus to launch a company-wide initiative to promote employee engagement. The international golf management company will utilize STAFFScope firstly to establish an empirical industry benchmark of workplace quality and then roll out their employee engagement initiative to all of their 190 upscale golf facilities.

Headquartered in Scottsdale, Arizona, with international offices in, Australia, Switzerland and Dubai, Troon Golf is the world's leading luxury-brand golf management, development and marketing company. Its managed facilities have been named to Golf Magazine's "Best Golf Resorts" rankings for 2008.

"I am excited about our partnership with UniFocus and look forward to working with them," remarked Peggy Lin, Director of Employment & Employee Relations for Troon Golf. "We were impressed with UniFocus' Diane Heppel and her professionalism, industry-specific experience, unique skills and how she related to us as a true partner. Diane was flexible, open to ideas, honest, and we could always count on her to provide candid feedback.

"We liked the way UniFocus designed the survey questions to be so well defined. This enables us to drill down and find the root causes for a specific ranking. I particularly was impressed with the online reporting capabilities and how survey results can be grouped by need and then compared across the organization."

UniFocus developed STAFFScope to help companies cultivate a workplace culture that promotes excellence through improved communication and knowledge. STAFFScope helps hospitality organizations gain actionable intelligence to re-engage their workforce for initiative, creativity, satisfaction and longevity.

“Our clients repeatedly get higher response rates with UniFocus because of our proven ability in the marketplace to fully engage employees,” said Mark Heymann, UniFocus President and CEO. “We have also been able to analytically demonstrate—time and again—that an engaged workforce is inextricably linked to guest satisfaction and loyalty, operational performance and many other key indicators.”

“We are honored that the world’s largest golf management company has chosen to partner with UniFocus to help them with their employee engagement initiative,” Heymann continued. “STAFFScope has already proven to be a valuable asset to many hospitality and resort organizations, and we look forward to working with Troon Golf.”

UniFocus executives have provided technology leadership to the hospitality industry for more than 20 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the customer experience. Equipped with superior business intelligence and labor management technology, UniFocus clients can more effectively optimize quality, satisfaction, operational efficiency and profitability—with a higher ROI.

STAFFScope is a Web-based survey solution geared toward helping lodging and resort properties focus on staff concerns, creativity and suggestions, which in turn result in increased employee morale and productivity, higher retention, and top-quality guest services that only a satisfied, highly motivated staff can provide.

Key features of the STAFFScope employee survey solution include:

- Web-based technology that enhances standard paper survey formats for easy and fast deployment across an entire organization.
- State-of-the-art online reporting applications for every level of the organization.
- Roll-up reports for multiple properties.
- Essential benchmarking by market segments.
- Scientifically proven identification of the critical staff factors that makes organizational change occur.
- Integrated goal setting and action-plan tracking functionality
- Training and support by a UniFocus team with decades of hospitality and human resources experience.

About Troon Golf

Headquartered in Scottsdale, Arizona, Troon Golf is the world's largest golf management company, overseeing operations at more than 190 courses located in 32 states and 29 countries. Additionally, 35 Troon Golf facilities enjoy a Top 100 ranking by national or international publications. Troon Golf properties include Oneida Golf and Country Club, Green Bay, Wis.; The Westin Turnberry Resort, Ayrshire, Scotland; Classic Club, Palm Desert, Calif.; Troon North Golf Club, Scottsdale, Ariz.; Haig Point, Daufuskie Island, S.C.; Azalea Golf Course, Sao Miguel, Azores; Playa Mujeres Golf Club, Cancun, Mexico; The Dunes at Dubai Sports City, Dubai, UAE; and The Grove, London, England. For more information on Troon Golf, visit www.troongolf.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 Vendor of The Leading Hotels of the World®, 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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