



For more information, contact:  
Barb Worcester  
President/Principal  
PRPRO  
Tel: (440) 930-5770  
[barbw@prproconsulting.com](mailto:barbw@prproconsulting.com)  
or  
Michael Adkisson  
Director of Public Relations  
UniFocus, LP  
Tel: (972) 512-5187  
[madkisson@unifocus.com](mailto:madkisson@unifocus.com)

## For Immediate Release

# UniFocus Adds Key Executives for Next Growth Phase

## *Richard Haschke, Robin Rankin Join UniFocus*

**DALLAS— JUNE 11, 2008**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced the addition of Richard (“Richie”) Haschke and Robin Rankin to position the company for growth. The two seasoned industry executives bring a combined total of more than 40 years of successful sales experience in the hospitality and related technology sector.

UniFocus has been staffing up in every area due to its recently added business volume. In addition the organization will be breaking ground at its new worldwide headquarters in Carrollton, Texas, this summer.

“I am delighted to welcome these two industry veterans to UniFocus,” said Mark Heymann, UniFocus President and CEO. “Richie is a recognized talent at building relationships and also brings a wealth of technology-related experience to our organization. Robin comes to us from one of the world’s largest hotel groups and brings a unique insider perspective and a solid track record of innovative and successful sales initiatives.”

Ms. Rankin most recently served as Regional Marketing Manager for InterContinental Hotels Group (IHG) where she successfully extended the Holiday Inn brand across the Southeast and Caribbean. She launched IHG’s first multi-brand sales campaign, and managed the “Miles for Meetings” meeting planner incentive program as well. Ms. Rankin has regional marketing experience with Pearle Vision and Embassy Suites hotels. She earned a BA from Stephens College, Columbia, Missouri and has also received recognition as a Certified Hotel Sales Professional, and Certified Hotel Trainer from the American Hotel & Motel Association.

“This is an exciting opportunity to help grow the loyalty side of our business from the brand perspective,” remarked Ms. Rankin, Vice President of Sales and Marketing. “UniFocus is the only hospitality-based solution provider that takes a holistic, relational approach to customer loyalty, employee engagement and labor management. My overriding objective is to convey this key differentiator to hospitality organizations and also demonstrate how brand marketing can capitalize on loyalty as part of a successful e-business game plan.”

Previously Mr. Haschke spearheaded sales efforts for Stromberg where he specialized in time and attendance systems and brought on one of the best-known providers of IT services and business solutions in the world. Earlier at Kronos he was involved with Labor Management Systems and earned Sales Club Honor with the achievement of 315% quota. At Simplex Time Recorder Company Haschke won recognition with a slot in the President's Club. Haschke earned a BBA degree from Midwestern State University in Wichita Falls, Texas.

"Now is a great time to be at UniFocus and I'm ready to take my industry experience to the next level," said Mr. Haschke, National Sales Director. "Having met Mark Heymann some years ago in a different capacity, I already knew that UniFocus is very well respected in the hospitality sector. I am excited about our advanced labor management and relational loyalty systems—and the fact that when organizations partner with UniFocus they can utilize these tools to simplify operations and positively impact bottom-line profitability."

"I am confident that Richie and Robin will make an early impact on our company by leveraging the breadth of their experience with our proven industry credentials," added Heymann. "We invite everyone to meet them both at HITEC 2008 in Austin at Booth #603 on June 16-19, where we will also announce the industry's first Time & Attendance application seamlessly integrated with the most advanced 'smart' Labor Management System available. UniFocus has always invested in R&D resources to ensure our clients have the best technology."

## 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](http://www.unifocus.com) or call 972-512-5100.*