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## For Immediate Release

# UniFocus Now on Twitter; Follow Us Today!

### *Twitter Presence Grows Awareness of How Hoteliers are Building Value*

**DALLAS— AUGUST 3, 2009**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that the company is now on Twitter at <http://twitter.com/unifocus>. Users who log on to their twitter home page can now receive tweets on the latest insights and developments from UniFocus, including links to news stories at <http://www.unifocus.com>.

“We believe Twitter is a social networking medium that has enormous potential to engage clients and industry associates alike,” said Frank Di Cosimo, CTO for UniFocus. “The viral popularity of Twitter is a result of its pure simplicity and impactful marketing potential at both the professional and personal levels; if just one tweet message attracts a high interest level, it can be shared with thousands of readers in a few moments by being forwarded or ‘retweeted’ on Twitter.”

Utilizing social networking tools like Twitter, UniFocus now provides timely information and industry news that can help hospitality organizations hit their performance and profitability targets by acquiring the capability to: grow their meetings business and guest loyalty, link standards to perception, optimize their workforce and create value for all their stakeholders.

“An increasing number of our clients are now on Twitter and it’s apparent from the impact in recent news stories that this form of social media is here to stay,” said Mark Heymann, UniFocus President and CEO. “All of the top hotel brands have embraced this easy, brief way of staying in touch and updated. Our expectation is that as users in our industry become more networked and as interactions are more frequent, there will be a greater awareness about what our clients, and other hoteliers, are doing to build solid value in their business.”

Twitter is a free interactive social networking site that allows users to post short messages or updates (“tweets”); members may also receive updates or “retweets” from other users utilizing mobile devices.

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

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