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FOR IMMEDIATE RELEASE

## **MSI Commemorates 20 Years of Hospitality Milestones**

Two decades strong, hallmark property-management leader delivers

Phoenix, AZ — February 18, 2011 — Multi-Systems, Inc. (MSI), fully-integrated hotel technology solutions provider, celebrates 20 years transforming technology for the hospitality industry. Founded in 1991 with a mission to develop and integrate central-reservation and property-management systems, MSI's growth has soared today to 210 exemplary employees and an installed customer base of 5,800 properties throughout North America. Following its 2010 acquisition of REMco in Dickinson, North Dakota, MSI now offers fully integrated solutions meeting the business needs of economy to full-service resort properties.

Committed to maintaining high standards of products and services, MSI's Property Management, Sales & Catering, Point-of-Sale, Self Check-in/out, and Corporate Services™ have propelled MSI to the forefront of emerging technology. Boosting agility for both limited and full-service properties, including Americas Best Value Inn, Best Western, Extended Stay Hotels, Hawthorn, Hyatt, InTown Suites, La Quinta, Value Place, other hotel chains and independent hotels, MSI's integrated systems assist with increasing occupancy and ADR, while providing a higher level of guest service.

"From the beginning, we operated as a 'people' company and that has greatly led to our success," says Rick Munson, MSI's President and CEO. "We've built our foundation on solid principles of good customer service, excellent products, and positive attitudes. These philosophies have transported us to new innovative heights and kept us at cruising altitude."

Munson says that MSI's number one guiding principle states that "we are unified in our purpose to be of service to our associates and customers as we strive to exceed expectations. At MSI, we believe the ascension to success begins with our associates. We boast a staff consisting of hotel and technology professionals that add the right spark of ingenuity and care. We are loyal to our associates and they are loyal to our customers. This management style, combined with staying attuned to our customers needs, is what sets us apart from our competitors. We strive to exceed expectations in this essential area."

### **Anniversary Wishes**

Alongside our loyalty within MSI, our customers and industry associates are equally at the crux of our success. Their loyalty rings clear:

*“Many congratulations on your 20<sup>th</sup> Anniversary! Your success as a company, quiet, steady growth and willingness to explore new technology are all highly admirable and deserving of continued success. I look forward to celebrating your 30<sup>th</sup>.”*

*— Jon Inge, Jon Inge and Associates*

*“Congratulations and Happy Birthday to MSI. I have known MSI—Rick, Maureen, and Joel—almost since the inception. It’s always refreshing to see the good guys do well! Here’s to another equally successful 20!” — Mike Kistner, Pegasus Solutions*

*“MSI’s endurance and growth over 20 years emphasizes their superior customer service, always choosing the customer over cost avoidance. MSI is a model for all companies in this industry, one in which both the customer and the company win in relentless pursuit of service and quality. Happy Birthday, MSI.” — Dave Berkus, Hospitality Automation Consultants Ltd.*

*“I have known Rick and some members of the MSI team prior to 1991 and the birth of MSI. Therefore, I feel qualified to state the following: In this industry, I can count on my hands the names of companies that no longer exist. In MSI’s case, you have more than just survived; you have thrived and grown to be a well-recognized leader in your industry. For that, I take my hat off to all of you. I am not a bit surprised because you’ve always shown customer orientation, desire to have a state-of-the-art system, and have recruited people that are competent and caring. May I send you a similar congratulatory message in 2031.”*

*— Eric Pfeffer, The Pfeffer Group*

## **Historical Highlights**

Poised for continued advancement, MSI reflects on its last 20 years of service, unveiling some impressive accomplishments:

### **2011**

- MSI installs WinPM® at the 35<sup>th</sup> Hyatt Summerfield Suites.

### **2010**

- MSI completes the seamless acquisition of REMco® in Dickinson, North Dakota, adding a 3,000 property installation base and NiteVision® PMS to its portfolio of products.
- MSI installs WinPM® and Place Point® at Best Western Premier Miami, Florida’s first Best Western Premier property.
- MSI installs WinPM® and Place Point® at the 150<sup>th</sup> Hyatt Place.

### **2009**

- MSI introduces nTouch® iPhone application.
- MSI completed over 100 Hawthorn Suites and Microtel CRS conversions with Wyndham in 60 days.
- MSI installs first Best Western Atrea brand.

**2008**

- MSI installs 500th Best Western property.
- MSI associates continue relationship with Ronald McDonald House Phoenix by decorating a room in their new house.
- MSI achieves Microsoft Gold Certification status.
- MSI's CC Direct® completes Visa Payment Application Best Practice validation and achieves early PCI certification.
- MSI delivers CRS interface to Hyatt's Reserve system and executes aggressive rollout of 114 sites in 30 days.
- MSI completes roll-out of Place Point® POS to 114 Hyatt Place Properties.

**2007**

- MSI installs the first Hyatt Place Franchisee in Milford, CT.
- MSI installs the first NovaPlus® Best Western Two-Way CRS at the Best Western Arroyo Roble Hotel in Sedona, AZ.

**2006**

- MSI marks 100th installation of WinPM®, Best Western Two-Way CRS interface.
- MSI launches Web Booking Engine®
- MSI develops interface to NCR self-service kiosk.
- USFS selects MSI's WinPM® to become first-ever "brand standard" PMS for Hawthorn Suites.

**2005**

- MSI acquires the NovaPlus® PMS with plans to develop a two-way CRS interface to Best Western.
- MSI relocates to a new, larger headquarters in Phoenix, AZ.

**2004**

- MSI debuts EnterprisePM®, an optionally-hosted PMS with multi-property capability.

**2003**

- MSI is first vendor to complete a two-way XML interface to Best Western's Central Reservation System.

**2000**

- MSI launches WinSAM® Sales & Catering System.
- MSI celebrates 2,000th installation at the Hawthorn Suites in Phoenix, AZ.

**1999**

- MSI completes its three-tiered Windows-based PM System, WinPM®.
- MSI is selected as preferred vendor for Bass Hotels and Resorts (now InterContinental Hotels Group) for new-open properties in the Holiday Inn, Holiday Inn Express and Crowne Plaza brands.

**1998**

- MSI installs its 1,000th system at the AmeriSuites, Tempe, AZ.

**1997**

- MSI is selected by Best Western as a preferred PMS provider.
- Corporate Track® nominated by Microsoft Corporation for a Computerworld Smithsonian Award; also wins second place in the Microsoft Rad Award.
- MSI is selected by Cendant (now Wyndham Hotel Group) as one of three property management system providers for 5400 property roll-out.

**1996**

- MSI is selected by Prime Motor Inns as the exclusive provider of property management systems for all AmeriSuites, Homegate & Wellesley Inn properties throughout North America.
- MSI's AutoCheck®, check-in/check-out system, wins IHM&RS Best of Show and Best New Technology Awards.

**1994**

- MSI Develops the industry's first integrated Sales, Marketing and Catering System.
- MSI is selected by Sage Hospitality Corporation and Remington Hotel Corporation as preferred vendor of integrated software solutions.

**1993**

- MSI develops the industry's first fully integrated Point of Sale (POS) System.
- MSI is selected by Servico Hotels & Resorts (now Lodgian) as preferred vendor of software solutions for its properties.

**1992**

- MSI is selected by Amerihost Corporation to install MSI PMS in 85 properties throughout North America.

**1991**

- MSI is established as a company and named preferred vendor of computer software technology by HFS (now Wyndham Hotel Group).

**Technologies Necessitate Change and Growth**

In keeping with MSI's mission of empowering the lodging industry, the 2010 acquisition of REMco Software (headquartered in Dickinson, North Dakota), increases the quality of products and services available in both companies. Munson comments, "The two-way integration of MSI and REMco builds assets and broadens the range of innovation and services offered to our leading brands, management companies, and independent properties. Everyone wins."

REMco's client base, company culture, and steadfast leadership synchronize well with that of MSI's customer and corporate philosophy. "We were excited to join forces with MSI," shared Mark Loyd, former President of REMco. "Throughout the acquisition, MSI's team took great care to ensure that REMco's employees and clients would benefit from the combined energy of both companies."

### **Abounding in Gratitude**

“I would like to thank our industry friends and associates for making the last 20 years so special,” says Munson. “I would especially like to thank the following executive officers for their dedication and support: Robert Bansfield, Senior Executive Officer; Maureen Kieffer, Chief Operating Officer; Mark Loyd, Senior VP, Strategic Product Development; and Ted Warring, Chief Scientist.”

“As the industry continues to take off in new and opportunistic directions,” Munson continues, “MSI is on board and at the ready to navigate into the future of hotel automation and adapt to those changes that inevitably come with it. We are very grateful for the well wishes we have received from our friends in the hospitality industry and are excited about our journey.

### **Regarding Multi-Systems, Inc. (MSI)**

Serving the hospitality industry since 1990, [MSI \(Multi-Systems, Inc.\)](http://www.msisolutions.com) is a leading supplier of hotel technology and property management software solutions. With an installed customer base of over 2,800 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales, marketing and catering, point of sale, web booking, and centralized corporate services. MSI specializes in “total system solutions” for management companies and hotel chains by providing central reservation and property system integration. For more information on MSI, visit [www.msisolutions.com](http://www.msisolutions.com).

### **Regarding REMco Software**

Based in Dickinson, North Dakota, REMco® Software Incorporated designs, distributes and supports property management software for the hospitality industry. REMco’s premier product, NiteVision, is currently installed in over 3,000 properties worldwide. REMco is committed to their customers by offering affordable solutions that bring peace of mind to hotel management.

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