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Win the Ultimate (Technology) Make-Over! **Vendors call on hoteliers to share their greatest needs**

Phoenix, AZ – June 24, 2009 – MSI (Multi-Systems, Inc.), in concert with Libra OnDemand, are launching the “ULTIMATE HOTEL TECHNOLOGY MAKE-OVER”, a contest awarding one hotel winner, per category (full service and limited/select service) a complete technology make-over.

Kicking off the week of HITEC through September 25th, submissions will be accepted electronically. Hoteliers wishing to participate can obtain further information at www.HOTELTECHMAKEOVER.com. Applicants will be asked to respond to a few questions and provide examples relating to their current technology platform, what changes they desire to make, and barriers they currently face.

“Over the years we have heard from prospects and clients alike that while they deal with many vendors on a regular basis, the one area they wish they could overcome is that of dealing with multiple vendors through an upgrade or new installation; trying to coordinate and avoid finger pointing seems to be an effort. By initiating a contest like this MSI, Libra OnDemand and a variety of other hospitality technology vendors will demonstrate how working together to break down barriers leads to a very successful implementation” commented MSI’s President, Tim Tiller, MSW. “Having the ability to bring together multiple disciplines and new technology to two properties gives everyone the opportunity not only to see a cooperative effort, but to test drive some of the latest and greatest next generation technology, like the iPhone / iTouch applications we have developed,” Tiller further commented.

MSI is a hospitality technology solutions provider of property management, sales and catering, point of sale, client relationship management, business intelligence, and web-booking software.

“Libra OnDemand has aligned itself with MSI in part due to their agile nature and ability to work outside of the box. MSI has demonstrated its desire to exceed customer expectations, deliver new technology and stay on the forefront of our industry’s needs” shared Gregg Hopkins, CEO Libra OnDemand. “MSI and Libra OnDemand share a similar philosophy and development style which equates to a win-win our prospects and clients” he further commented.

Libra OnDemand is a hospitality technology provider of CRM, Business Analytics and features a customer portal; technology in the cloud.

The Contest will be judged by an independent panel and winning profiles will be presented on the web-site for others to follow along in the process. An independent consultant will lead the evaluation and make recommendations for vendors and participants. Hospitality Technology Magazine will provide editorial coverage of the Ultimate Hotel Technology Make-Over contest, from launch through the technology make-over, with a comprehensive panel profile review at next year’s HT Forum in Las Vegas.

Libra OnDemand and MSI along with other industry leading technology vendors will provide opportunities throughout the contest for input and review via blog(s) and tweets. Be sure to check often and follow the progress through removing barriers to getting business done.

About Libra OnDemand

Libra OnDemand leverages the power of the world’s most popular on demand platform (salesforce.com) to provide a comprehensive suite of hospitality specific applications; customer relationship management (CRM) sales force automation (SFA), loyalty & rewards management, reporting & data analytics, and integration & centralization tools. Designed to drive sales and increase revenues for the world’s premier hospitality organizations, Libra OnDemand is a Software-as-a Service (SaaS) application that is easy to use and requires zero upfront investment.

About MSI (Multi-Systems, Inc.)

Serving the hospitality industry since 1990, [MSI \(Multi-Systems, Inc.\)](http://MSI(Multi-Systems,Inc.)) is a leading supplier of hotel technology and [property management software solutions](#). With an installed customer base of nearly 3,000 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.

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