



TECHNOLOGY EMPOWERING
the LODGING INDUSTRY

Media Contact
Laura Kirby-Meck
Chief Marketing Officer
MSI (Multi-Systems, Inc.)
Tel: (602) 870-7827
Laura.Meck@msisolutions.com

For Immediate Release

MSI's WinPM to Become First-Ever 'Brand Standard' PMS Platform For Hawthorn Suites Hotels

All Hawthorn Suites locations in U.S. to be converted to MSI's property management system by June 1st

PHOENIX — JANUARY 18, 2006 — Multi-Systems Inc (MSI), and US Franchise Systems, Inc. (USFS), parent company and franchisor of Hawthorn Suites, have announced that all Hawthorn Suites hotels in the U.S. will transition to MSI's industry-leading WinPM system by June 1, 2006. The conversion represents the first time the entire Hawthorn Suites brand will be required to employ a common systemwide PMS platform, and demonstrates MSI's ability to deploy WinPM across multiple franchised locations quickly and efficiently.

David Kemp, Vice President and Brand Manager of Hawthorn Suites, said, "There are tremendous benefits to standardizing MSI's system across the Hawthorn Suites brand, including efficiencies, economies of scale and enhanced services. WinPM offers superior flexibility and functionality." Approximately 53 of the 98 Hawthorn Suites properties are already using the system.

The Benefits of WinPM Standardization

The benefits of standardization to WinPM include:

- *Hawthorn Suites Dashboard* – A uniform platform will give the brand the opportunity to provide properties with real-time operational statistics, STR reports, accounting and marketing tools, and more.
- *Economies of Scale* – Eventually, AmeriSuites, Hawthorn, and Hyatt Place – all part of the Global Hyatt organization – will utilize WinPM, positively impacting internal training, support and service.
- *Full two-way CRS interface* – WinPM offers a unique, full two-way interface with the Voyager CRS.
- *Enhanced Services* – Standardization will allow programs such as the Dashboard and Hyatt Gold Passport to be easily and cost-effectively utilized across the entire portfolio of hotels.

Rick Munson, MSI President and CEO, said, "We are delighted that all Hawthorn Suites hotels will soon experience the benefits of using the WinPM property management system." He concluded, "Having announced, in 2005, that all *new* Hawthorn Suites would use WinPM, we are excited that WinPM has become the 'brand standard' for *all Hawthorn Suites hotels* – and we are equally proud that our team at MSI will be able to complete the conversion in just a few short weeks. We are confident that WinPM will help individual properties streamline daily operations and enhance guest-service efforts, leading to increased occupancy and RevPAR."

About MSI

Founded in 1990, **MSI** (Multi-Systems, Inc.) is a leading supplier of hotel technology and property management systems. MSI empowers the lodging industry, through great people, superior service and innovative technology. With an installed customer base of close to 3,000 hotels and resorts throughout North America, MSI is one of the largest providers of fully integrated property management, sales, marketing & catering, point of sale, centralized corporate services, and wireless PM systems. MSI specializes in "total system solutions" for management companies and hotel chains by providing central reservation and property system integration. Its customer support team has been recognized as the industry leader and is the key to the success of MSI's products and services.



TECHNOLOGY EMPOWERING
the LODGING INDUSTRY

For additional information about MSI's technology solutions, please contact Bridget Oliva at 800-331-7890 or info@msisolutions.com. For more information on **MSI**, visit www.msisolutions.com.

About USFS and Hawthorn Suites

US Franchise Systems, Inc. is headquartered in Atlanta, Ga. In November 2000, business interests of the Pritzker family of Chicago, Ill., which also own other hospitality businesses and assets, including Hyatt Hotels, as well as numerous manufacturing, health-care, natural resources and other businesses and assets, recognized USFS' potential and acquired the company. For additional information on USFS, visit www.usfsi.com. There are 98 Hawthorn Suites hotels open and 7 currently under construction. Hawthorn Suites guests can now earn points or miles in the Hyatt Gold Passport[®] frequency program with each eligible stay. For additional information, visit www.hawthorn.com or call Hawthorn toll-free at 1-800-527-1133.

-- # # # --