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For Immediate Release

MSI's Longevity, Success Paves Way for Internal Growth, Executive Promotions
Mark Houser, formerly COO, promoted to Chief Information Officer; Tim Tiller, formerly VP Customer Success, promoted to Chief Operating Officer

PHOENIX — MAY 23, 2005 — The shortest route to success is with someone who has led the way. MSI, the hospitality industry's leading provider of fully integrated property-management, marketing and reservations systems, has recognized the dedication and leadership of Mark Houser, one of MSI's founding partners, and has promoted him to Chief Information Officer. Likewise, MSI has recognized the leadership of Tim Tiller in training and account management, and due to the growth and success of MSI's Customer Assistance Center (CAC) under his direction, Tiller has been promoted to Chief Operating Officer.

"*Management is doing things right; leadership is doing the right things*' (George S. Patton)," said Rick Munson, MSI President and CEO. "Over the past 20 years, Mark Houser has had a knack for 'doing the right things' as it relates to the development and implementation of hotel technology. He's a dedicated hospitality professional who *always* is willing to do what ever it takes to provide superior service to our hotel customers and their guests. Mark's experience with successfully managing multiple, complex projects makes him uniquely qualified to lead MSI into the future. Promoting Mark to CIO is an honor and a privilege.

"It also can be said that '*Leadership is the art of getting someone else to do something you want done because he wants to do it*' (Dwight Eisenhower)," Munson added. "When it comes to implementing a positive corporate culture, thinking outside the box and motivating employees to put the customer first, Tim Tiller does it right every time. He's a leader and a team player who builds tremendous levels of trust and commitment from his associates and our customers. There is never a problem that Tim is not willing to address in an immediate, proactive way that *always* includes the opinions and advice of his associates. We are all very excited to know that MSI's Operations Team is in his hands, and we are confident in his ability to guide MSI to the next level of higher service and superior technology for the lodging industry."

Over the past 15 years, Houser has been responsible for MSI's overall operations, technology and infrastructure development. He has contributed significantly to the growth of the company by building relationships that support new business opportunities, including relationships with internal managers, vendors, clients and the technology community, Munson said. He also spearheaded MSI's technology and solutions development, leading the company's product development teams to a rapid and sustainable level of new product innovation.

As CIO, Houser will focus on the growth and expansion of the MSI Development Group. As new products and services are created for MSI customers, he also will be responsible for the creation and development of new releases required for existing products while insuring that MSI is utilizing the very latest in software and hardware technology.

"MSI's technology and interoperability are keys to our success in the hospitality industry," Houser said. "With increasing opportunities to redefine industry standards through our partnership with HTNG and introduce innovative approaches to hotel property's and their guests, it is critical that we continue to focus on development. That said, MSI could not be as technology-focused and successful as it is today without its dedicated development, operations and support teams. Our associates have been in this industry for many years, and all are creative, knowledgeable,



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energetic people who enjoy what they do and create a great atmosphere of positive momentum. I appreciate the promotion and look forward to new developments.”

Munson said that by focusing the full scope of Houser’s experience in hotel operations and technology, MSI’s customers will be offered enhancements, new products and opportunities for interfaces that save them time and money.

“Mark is especially talented at drawing diverse groups and systems together to create a centric solution,” Munson said. “Examples of this interaction include the creation of MSI’s Corporate Services, which collects information from multiple sources, including: the web folio, travel agent payment database, frequency club points including airline contributions to 8 different airlines. These types of projects require someone with enormous skill, and enormous persuasion to accomplish. In addition, Mark’s creative approach for designing hotel technology was proven a few years back when MSI was honored with being recognized for the “best new product” at the New York Hotel show. This new product was the introduction of the lodging industry’s first self check-in / -out system for hotels as designed and implemented for all Wingate hotels (a Cendant brand). This new product set the standard for today’s self check-in / -out systems.”

Tiller has been a tremendous resource to MSI since he joined the company seven years ago, and has been responsible for implementing positive changes throughout the company, Munson said. He began his career in the lodging industry with John Q. Hammond's, a hotel management company and long-time customer of MSI. He left the company to pursue a career with MSI as a training specialist.

Tiller quickly was promoted to MSI Account Manager and then again to manager of the Account Management Team. Two years ago, he was promoted to Director, Account Management and Training where his leadership skills were instrumental towards integrating these two teams and exceeding the goal of improving service to MSI customers. Prior to his new appointment as COO, Tiller served as Vice President of Customer Success where he was responsible for directing the overall customer satisfaction at each of MSI’s 2,800 plus installations throughout the United States and Canada.

“Hotels today have a greater dependence on technology than in the past,” Tiller said. “Your average hotel staff does not have the depth of technical knowledge to support or capitalize on new technology. That’s where MSI steps in. We’re a proactive hospitality company that is always looking for ways to assist our customers in dealing with the rapidly changing technology landscape. Our success comes from listening to our customers and delivering on our promises. Together with Mark Houser and the IT group, we will work hard to ensure that our software and service exceeds our customers’ expectations.”

Tiller said that working at MSI is like working with family, and he appreciates the company’s corporate culture that encourages associates to learn and grow within the company. His promotion, he said, is a testament to that culture.

“Moving to MSI was the best career choice I could have made,” Tiller said. “As H. Ross Perot once said: *‘People can’t be managed. Inventories can be managed, people must be led.’* True leaders like Rick Munson and Mark Houser have cultivated some of the best and brightest managers in the lodging industry who will ultimately serve as tomorrow’s leaders. I’m proud to learn from among the best leaders in the industry, and work for a company rich in both human resources and technology offerings.”

About MSI

MSI, founded in 1990, is a leading supplier of hotel technology and property management systems. With an installed customer base of more than 2,800 hotels and resorts throughout North America, MSI is one of the lodging industry’s 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. MSI's customer support team has been recognized as one of the best in the industry and is the key to the success of their products and services. For additional information about Multi-Systems, Inc. technology solutions, please visit www.msisolutions.com.

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