

Media Contact: Rick Munson
President and CEO
MSI (Multi-Systems, Inc. and REMco)
602.870.4224
Rick.Munson@msisolutions.com

FOR IMMEDIATE RELEASE

CRS Integration Success: No-Fear Reflagging with MSI's Interface

Chain hotel goes independent, continues to generate CRS reservations profitably

Phoenix, AZ — May 9, 2011 — MSI (Multi-Systems, Inc.) has installed iHotelier (its third-party, two-way CRS interface) in the newly reflagged independent property, Seagull Hotel Miami Beach, Florida, formerly a Days Inn. This completes integration with the previously installed WinPM, a fully-integrated hotel technology property management system, allowing for the hotel to have seamless integration and uninterrupted benefits of CRS bookings as an independent hotel.

“As with any change, there’s an element of uncertainty — especially if it negates revenue,” states Faith Kennedy, General Manager of the Seagull Hotel Miami Beach. “Knowing MSI could eliminate that fear by ensuring our reservations continue to roll in through the CRS was a huge relief. In the past, MSI was above reproach from us as a Days Inn property. Now, as an independent property, MSI has courageously met the reflagging qualms with us head-on. We continue using their WinPM system we know and love and still have their promise to patiently serve us in earnest and with vigilance.”

Kennedy goes on to say, “After all was said and done, I was surprised with the ease of transition to independence with MSI’s iHotelier interface. The whole process was seamless.”

Rick Munson, MSI’s President and CEO attests, “We’re fearless in our commitment to understand the facts and make informed decisions — especially when it comes to serving our customers, whether large or small; this is a primary Guiding Principle of ours. MSI is prepared to help alleviate the apprehension for those wishing to make the switch to chain independence. We *can* conquer these challenges, and we *have* quite successfully.”

Once more, MSI boldly reaches out to lift another, reinforcing their commitment as a leader in a dynamic hospitality industry — one requiring the need for on-going adaptation — optimizing a masterful hotel technology solution for a legitimate concern, combined with customer service rendered with careful consideration.

Regarding the Seagull Hotel Miami Beach

The Seagull Hotel Miami Beach derived its name from hearkening back to the hotel's long-term Miami Beach roots: Its debut in 1938 as the Sea Gull Hotel. An ideally situated oceanfront locale, the Seagull Hotel Miami Beach offers an abundance of amenities for the business or leisure traveler: Smoke-free guest rooms with a favorable Atlantic Ocean view; state-of-the-art in-room technology and services; and convenient proximity to the Miami Beach Convention Center, popular beaches, and seaside restaurant and shops. Further accommodating guest needs, a self-service laundry facility is available, along with a complete breakfast buffet served in the hotel's Terrace Café.

Regarding Multi-Systems, Inc. (MSI)

Serving the hospitality industry since 1990, MSI (Multi-Systems, Inc.) is a leading supplier of hotel technology and property management software solutions. With an installed customer base of over 5,800 hotels and resorts throughout North America, MSI is one of the largest privately-held providers of fully-integrated property management, sales and catering, marketing, 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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