



## **PAR SPRINGER-MILLER SYSTEMS PARTNERS WITH HBSi**

### ***To Provide Hoteliers Instant Communications with Distribution Channels***

ATLANTA (March 6, 2007) — PAR Springer-Miller Systems (PSMS) and Hotel Booking Solutions Incorporated (HBSi) have partnered to offer hoteliers instant and efficient communications of room inventory and reservations data to and from distribution channels and the <sup>SMS</sup>|Host<sup>®</sup> Hospitality Management System.

PSMS, a wholly-owned subsidiary of PAR Technology Corporation (NYSE:PTC), is the leading provider of guest-centric hospitality management systems. HBSi, credited with introducing Demand Management to the global travel industry, offers multi-channel connectivity and services that bring order and simplicity to travel distribution, enabling travel companies to unlock their full revenue potential.

“As everyone in the industry has seen, one of the largest challenges facing revenue management and distribution professionals is how to do business with multiple channels without having to hire an army of people to manage it,” said Scott Fiegehen, Corporate Director of Distribution and Product Management for Intrawest ULC. “The interface between PAR Springer-Miller and HBSi has allowed us to automate our availability, rates and inventory updates up to these channels as well as the reservation delivery back down into our property management system. This is going to allow us and our partners to generate more revenue and better serve our customers.”

“By partnering with HBSi, PAR Springer-Miller brings its hotel customers a way to eliminate the time-consuming, error-prone task of manually managing rate, availability and inventory data input into multiple distribution channel extranets,” said Stephen Burke, who leads HBSi’s Interface Group. “Instead, changes entered into the hotel’s <sup>SMS</sup>|Host Hospitality Management System are automatically transmitted via HBSi’s Demand Gateway<sup>™</sup> to connected distribution channel systems.”

“Likewise, instead of hotel staffers having to collect and input faxes, reservations, modifications and cancellations, data received in the Demand Gateway from various distribution channel systems are instantly transmitted to the hotel’s <sup>SMS</sup>|Host system,” said Burke.



Hotels using PAR Springer-Miller's <sup>SMS</sup>|Host system connected to the Demand Gateway can communicate accurate data instantly with their distribution channels, empowering the hotels to forecast, monitor and shape demand for their room inventory and other offerings.

"In our continuing effort to provide first-class service," said John Springer-Miller, President and CEO of PAR Springer-Miller, "we regard our partnership with HBSi as an extremely valuable addition to our fully integrated hospitality management system."

"Beyond streamlined operations and lowered costs," said Springer-Miller, "our hotel customers will receive instant, accurate information, which is crucial in developing demand management strategies to increase their revenue per available room and enhance their competitive position in a complex marketplace."

"As one of the premier hospitality management solutions in the industry, we're delighted to establish the relationship with PAR Springer-Miller," said Larry Hall, HBSi President & CEO. "We have proven the value of the relationship at Intrawest through our ability to work together to solve one of the industry's most perplexing challenges."

#### **About PAR-Springer-Miller Systems**

PAR Springer-Miller Systems is a leading provider of hospitality management solutions that meet the technology needs of all types of hospitality enterprises including city-center hotels, destination spa and golf properties, timeshare properties, and casino resorts worldwide, setting the pace as a pioneer in the hospitality industry. <sup>SMS</sup>|Host Hospitality Management System is distinguished from other property management systems with its truly integrated design and unique approach to guest service. The <sup>SMS</sup>|Host product suite, including more than 20 seamlessly integrated, guest-centric application modules, provides hotel/resort staff with the tools they need to personalize service, exceed guest expectations, and increase revenue. For more information on PAR Springer-Miller Systems, visit our website at [www.springermiller.com](http://www.springermiller.com).

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#### **About Hotel Booking Solutions Incorporated**

HBSi, credited with introducing Demand Management to the global travel industry, offers technologies and services that bring order and simplicity to travel distribution, enabling travel companies to unlock their full revenue potential. Our hotel partners include Fairmont, Harrah's, Hyatt, InterContinental Hotels Group, Intrawest, Sandals, ResortQuest Hawaii, and Wyndham Worldwide. For more information, visit [www.hotelbookingsolutions.com](http://www.hotelbookingsolutions.com).

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