



**WORLD'S LARGEST ALLIANCE OF INDEPENDENT LUXURY HOTEL BRANDS
IMPLEMENTS GLOBAL CUSTOMER DATABASE AND RESERVATIONS PLATFORM**

***Global Hotel Alliance Member Brands Deliver Global Recognition to Guests through Unified
MICROS Platform***

Geneva, Switzerland (May 16th, 2011) – The [Global Hotel Alliance](#) (GHA), the world's largest alliance of independent hotel brands, has successfully deployed an alliance-wide technology platform in support of its new [GHA Discovery](#) loyalty programme, announced in March. The multi-brand systems deployment - the first of its kind across the hospitality industry - is powered by OPERA Enterprise Solution from [MICROS Systems](#), Inc. (NASDAQ: MCRS) a leading, worldwide provider of information technology solutions for the hospitality and retail industries.

Through the MICROS OPERA Customer Information System (OCIS) and a two-way real-time interface to the individual OCIS of GHA member brands and their MICROS OPERA property management systems, GHA is able to share guest information globally. By providing all properties with instant access to GHA Discovery membership profile information and preferences, GHA member hotels are able to better personalise and customise a guest's stay, offering global recognition through one unified system.

As part of the multi-phased implementation of the new interfaced system, a consolidated, online booking tool for all member brands is available on the GHA website www.gha.com.

GHA was founded in 2004 and has since grown to include twelve luxury hotel brands. MICROS Systems serves as a strategic technology partner for the Global Hotel Alliance and its member hotel brands.

"We understood from the conception of the GHA Discovery programme that a seamlessly integrated technology platform which instantly connected our member hotels would be essential to the programme's success," said Chris Hartley, CEO of the Geneva-based Global Hotel Alliance. "Through this unique installation, we are able to truly enhance the guest experience and personal recognition."

Five years of technological development, collaboration, research and strategy went into creating GHA Discovery. Each member brand utilises a consistent reservations and customer database platform enabling guests' membership status and personal preferences to be recognised at all hotels, regardless of the brand.

"We are pleased to serve the members of the Global Hotel Alliance as its central solutions technology partner," said Tom Giannopoulos, Chairman, President and CEO of MICROS Systems. "We look forward to further supporting the alliance and the brands with future deployments of additional MICROS OPERA modules."

GHA Discovery, the first loyalty programme to unite independent luxury hotel brands, was recently launched to deliver recognition and experience-based rewards across nearly 300 hotels globally, turning a business trip, weekend getaway or dream vacation into a voyage of

discovery. With a heightened level of personalised service - not points - the programme also provides access to more than 1,000 "Local Experiences" designed by the local hotel teams to provide exclusive access to exceptional, off-the-beaten path activities around the world.

GHA Discovery was built with the philosophy that recognition and authentic, local experiences are the true pillars of a rewarding hotel loyalty programme today. Whether taking advantage of spare time on a business trip or exploring a destination through a local's eyes, the guest experience begins with personal recognition at the front desk of each hotel and is made richer with exciting activities which are not readily accessible to the general public.

About the GHA Discovery programme

GHA Discovery is about making your travel unforgettable. Using a common technology platform, members receive recognition across almost 300 hotels, resorts, palaces and spas in all of the twelve Global Hotel Alliance member brands. Local Experiences, the exciting rewards of the GHA Discovery programme, are unique, authentic activities which are designed by the hotels to give you a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary internet access, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at a Global Hotel Alliance hotel. For more information visit www.ghadiscovery.com

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Doyle Collection, First, Kempinski, Leela, Marco Polo, Mirvac, Omni, Pan Pacific, PARKROYAL, Shaza and Tivoli Hotels & Resorts encompassing almost 300 upscale and luxury hotels with 60,000 rooms across 48 different countries.
www.gha.com

About MICROS Systems, Inc.

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. Over 330,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 26,000 hotels worldwide, as well as point-of-sale, loss prevention, and cross-channel functionality through its MICROS-Retail division for more than 90,000 retail stores worldwide. MICROS stock is traded through NASDAQ under the symbol MCRS.

For more information on MICROS and its advanced information technology solutions for the hospitality industry, please contact Louise Casamento, Vice President of Marketing at (443) 285-8144 or (866) 287-4736. You can also visit the MICROS website at www.micros.com or send an email to info@micros.com.

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