#### **PRESS RELEASE**



Global Hotel Alliance Boulevard du Pont d'Arve 1205 Geneva, Switzerland www.globalhotelalliance.com

### **GHA.NET CENTRAL RESERVATIONS GOES LIVE POWERED BY MICROS**

Geneva, June 18, 2007: The Global Hotel Alliance ("GHA") is pleased to announce the initial results of its state of the art central reservations system, gha.net, launched in February 2007 and powered by MICROS' Systems Inc. (NASDAQ: MCRS), a leading provider of information technology solutions for the hospitality and retail industries. MICROS' OPERA technology has enabled Kempinski Hotels, Leela Hotels and Pan Pacific Hotels to deploy the system first.

"With gha.net, we are able to offer a single image product distribution via all booking channels including voice, GDS, and the Internet," stated Christopher Hartley, Chief Executive of Global Hotel Alliance. "The GHA team worked closely with MICROS to cater to the special needs and requirements of the world's largest hotel alliance, and we are on track to switch three of the four remaining GHA members to our new distribution technology throughout the remainder of 2007." Dusit will be the next company to switch to gha.net on July 4<sup>th</sup>, 2007.

"We were very pleased with the smooth cutover of gha.net, and especially delighted to see the immediate and positive impact this has had for each of the brands" added Hartley. "Combined with the MICROS property management systems at the hotel level, gha.net has enhanced productivity and customer service with measurable results in inventory and rate integrity across all distribution channels in a real-time environment combined with reduced operating expenses. To enhance our solution,

## PAGE2/ GHA.NET CENTRAL RESERVATIONS GOES LIVE POWERED BY MICROS

we offer a complete travel portal via <u>globalhotelalliance.com</u>, which includes flight reservations and secured travel agent and corporate booking environments. With these enhanced capabilities, we can achieve our goal to provide our gha.net partners in the travel agent and wholesale industries better access to our exciting product offerings."

Since the switch in February, all three brands have seen their combined voice, GDS and internet revenues increase. Pan Pacific has witnessed a staggering 50% increase, with Kempinski growing 39% and Leela 26%. "We were very impressed with our recent switch to gha.net which was accomplished well within the agreed objectives" said Kevin Croley, Vice President, Sales and Marketing for Pan Pacific. "The help and support that we received from MICROS was excellent and since the switch we have seen an improvement in our productivity. The product support and technical assistance continues to impress all our hotels."

This sentiment is echoed by Juerg Siegenthaler, Senior Vice President of Sales and Marketing at Kempinski. "The decision to switch to our own centralised system has enabled us to take more control of our own destiny for global distribution and our ability to get rates, availability and content to market has been greatly enhanced with the integrated platforms provided by Micros Fidelio. The consolidated customer database and central lookup functionality means we can now see more precisely our customer usage and spending patterns and ensure improved service for our customers staying at Kempinski Hotels."

## PAGE3/ GHA.NET CENTRAL RESERVATIONS GOES LIVE POWERED BY MICROS

"It is very rewarding for MICROS to see a groundbreaking concept such as GHA come alive," stated Tom Giannopoulos, Chairman and CEO of MICROS Systems, Inc. "The go-live of gha.net is a milestone for all the participating GHA hotel members and we expect further gains in the coming phases of the gha.net development, including interactive customer relationship management and customer recognition on an alliance-wide basis."

-ends-

#### **About Global Hotel Alliance**

Global Hotel Alliance currently comprises 7 luxury brands encompassing 151 upscale and luxury hotels with over 43,000 rooms in 39 different countries. Each brand is a key player in their main region of operation: **Kempinski** in Europe, Middle East and Africa, **Omni** in North America, **Pan Pacific** in the Pacific Rim, **The Leela Group** in India, **Dusit** in Thailand, **Landis** in Taiwan and China, and **Marco Polo** in China and Hong Kong. GHA will continue to grow to include selected hotel brands in those regions not currently covered by the alliance.

www.globalhotelalliance.com

# For further information on Global Hotel Alliance, please contact:

Rachel Mackinnon
Assistant to CEO
Global Hotel Alliance, Geneva
+41 22 596 44 60
rachel.mackinnon@globalhotelalliance.com

#### **About MICROS Systems**

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. Over 220,000 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 20,000

hotels worldwide, as well as point-of-sale and loss prevention products through its subsidiary Datavantage for more than 50,000 specialty 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 <a href="www.micros.com">www.micros.com</a> or send an email to info@micros.com.

###

The MICROS logo is a registered trademark of MICROS Systems, Inc. All other product and brand names are the property of their respective owners.