



CONTACT: Colin Findley, ProfitSword, (407) 909-8822

**BRIAN TREADWELL JOINS PROFITSWORD AS VP CUSTOMER RELATIONS
MANAGEMENT**

Orlando, Florida – *November 7, 2011* – ProfitSword, LLC, an innovator in the development of integrated web-based business intelligence applications for hospitality, has experienced significant growth in recent years. As a part of their strategic growth initiatives, ProfitSword has announced the addition of Brian Treadwell to the executive team as Vice President Customer Relations Management. Tili Findley, President, says, “As a small company, hiring the right individual is extremely important. With his depth of experience, knowledge of the hospitality industry, and previous exposure to ProfitSword’s software solutions, Brian is the perfect candidate to help us meet our growth goals while focusing on the service we provide our clients.”

Treadwell has over 17 years of hospitality experience as an analyst, financial asset manager and director of investor relations with companies such as Sage Hospitality Resources and John Q. Hammons Hotels. During his career, Treadwell has gained extensive knowledge of business intelligence systems, financial analysis software, and reporting. “The challenges presented by the current state of the economy and the industry will call upon the experience I have gained throughout my career. This is an exciting opportunity for me to use that experience to provide solutions to both hotel management companies *and* ownership groups. Data is like gold in our current economy and ProfitSword has the best solutions to mine and provide that gold to clients and their financial partners,” says Treadwell.

In addition to his experience, Treadwell has a BS in Finance from the Metropolitan State College of Denver and an MBA in Finance from Missouri State University. He is devoted to his family and his church and is an avid cyclist and guitar player!

About ProfitSword

Founded in 2001 and now serving over 800 hotels world-wide, ProfitSword is an innovator in web-based business intelligence software for the hospitality industry. The ProfitSage software provides seamless integration of data and real-time information to enhance hotel managers’ decision-making process. ProfitSword is headquartered in Orlando, Florida. For additional information on the company and its products, contact Colin Findley at (407) 909-8822, or via email at colin@profitsword.com.

###