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**INNSIGHT HOTEL GROUP TEAMS WITH PROFITSWORD  
TO PROVIDE BUSINESS INTELLIGENCE SOFTWARE TO ITS PORTFOLIO**

EUGENE, OREGON – *February 7, 2005* – InnSight Hotel Management, a leading hotel ownership and management company, has chosen ProfitSword, LLC, an innovator in web-based intelligence tools for the hospitality industry, to provide business intelligence software to InnSight’s 6 properties. The move will enable property managers to gather, interpret and share detailed data and information with the corporate office and each other in real-time.

Beginning in February 2005, InnSight will begin using ProfitSword’s ProfitSage Financial Suite as its business intelligence tool. The web-based ProfitSage software consists of six modules that interface with the PMS, back office accounting, sales automation and payroll systems in order to warehouse data. The information is then used within the different modules to produce revenue reports, detailed forecasts, line-by-line budgets and hundreds of customized reports for use at the property level and the corporate office. ProfitSage also imports the Smith Travel data to provide comprehensive comparisons to the competitive set.

“ProfitSage offers us an incredibly versatile tool to assist us in managing our information flow and the overall operation,” says Greg Hoard, Corporate Controller for InnSight. “Like every management company, our hotels have data in several different systems, yet accessing this data can be extremely difficult or cumbersome. ProfitSage not only gets the data for us, but then presents it in a format that enables us to make better, faster decisions that will positively impact our overall operations.”

ProfitSage provides modules for tracking daily revenue, forecasting, budgeting, journal, purchasing and marketing. Each module can interface with the others, and since the entire system is web-based, users can view information in real time. This empowers managers with information to make solid decisions that will positively impact the profitability of the hotel. And because the program is custom designed around a company’s chart of accounts, managers can use it to generate consistent, standardized reports across a variety of brands and property types. This has been increasingly important at the corporate and ownership levels that are involved in multi-brand management.

“The hotels and the corporate office have hundreds of customized, informative reports and graphs at their fingertips,” says Mike Patton, vice president of software development for ProfitSword. “There are roll-up reports for upper management and ownership to group hotels by

brand and by regions, or by ownership portfolios, and so on. In addition, there are drill-down functions in almost every portion of the software that allow all users to see the information behind the numbers, including invoices, accruals, and even group bookings.”

InnSight will begin the migration to ProfitSage with all six hotels in February and plans to add another hotel later in the year. Hoard anticipates an immediate positive impact at the properties. “We fully expect to see increases in our bottom line almost immediately,” he says. “Considering the near-archaic methods of information management we have been using up to now, ProfitSage will be a leap into the future for us. Incredibly, the investment costs are very low and make this the ideal solution for InnSight!”

“We strongly believe our investments in technology will help us achieve our goals as a company, not only for the next year, but for many years to come,” says [your president’s name], president, chief operating officer of InnSight Hotels. “On top of what this tool can do for the managers at the hotel level, it has already made an impact on our future as a company. Ownership groups now know that we have this technology in place and believe that a hotel managed by InnSight will give them a better return on their investment and more financial security.”

Founded in 2001, ProfitSage 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 and is now operating in nearly 100 hotels internationally. ProfitSage is headquartered in Orlando, Florida. For additional information on the company and its products, contact Mike Patton at (407) 909-8822.

InnSight Hotels owns and manages 6 resorts and hotels in the United States.

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