

The Concierge Assistant®

Used around the World in over 350 luxury properties

Presentation of The Concierge Assistant Hospitality Software



By Gold Key Solutions

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Our Technology Can Help You



- Easy to Use Windows Based Technology.
- Secure Network Application Fast, reliable and highly customizable.
- Site License for unlimited users and/or workstations.
- CISP Compliant Advanced Credit Card Encryption.

"Many hotel technologies detract from personal interaction with guests. We would only adopt a system that enhances our personalized attention to guests. Our experience is that The Concierge Assistant allows our staff to meet visitors' needs more efficiently and accurately with a wealth of information that benefits our guests. When hosting people that could stay anywhere they like, service is what sets The Rittenhouse apart."

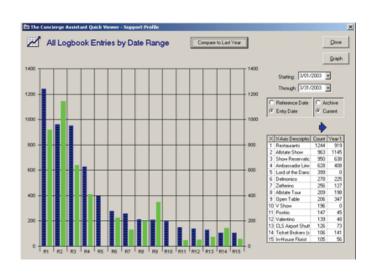
David Benton,

Vice President/General Manager of The Rittenhouse, Philadelphia

For The Guest

ST. REGIS ***EXECUTE*** ***Confirmation for. Mr. and Mrs. Paolo Ibba **Room Number**: 2915 Your Request. For. This Cale: For. This Cale: For. This Cale: Thursday, June 08, 2006 Name of Company: Advive; Meeting Thie: Meeting Thie Meeting T

For The Manager



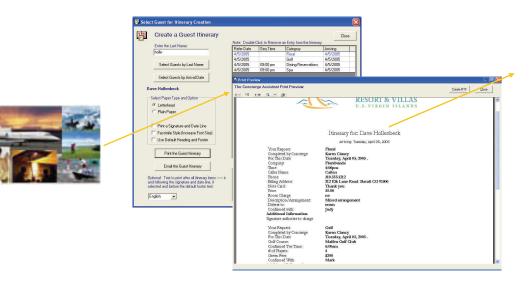


Automating Guest Requests

- Centralize all Concierge requests so that the Concierge and Guest Services Staff or Phone Services Staff at any location has access to guest requests and to the status of those requests.
- Ability to print out, email and create PDF professional guest itineraries on the spot or on pre-arrival

Everyone shares the information

- Accounting
- Loss Prevention
- General Manager
- Executive Offices
- Recreation





"The software makes it so practical to be able to simply print guest and owner activities upon request. It's very organized and professional, and makes a great impression on our discerning guests and owners."

Matt Balcik Hotel Manager Westin St. John Resort and Villas



Itinerary for: James Wilson

Arriving: 15/12/08
Room Number: 3787

Dining Reservations

Completed by: Karen Clancy
Date: 15/12/08
Restaurant: La Dama

Address: Avda. Diagonal 423

Barcelona

Telephone: +34.93.202.06.86

Number in Party: 6

Additional Information:

Please contact the concierge at extension 2300 if you need to change or cancel your dinner reservations.

Enjoy!!

<u>Golf</u>

Completed by: Karen Clancy
Date: 15/12/08

Golf Course: Gleneagles International Golf Course

Confirmed Tee Time: 7:10am # of Players: 3

Green Fees: \$350per person Telephone #: (415) 587-2425

Additional Information:

A 48 hour cancellation is necessary to avoid any penalties. Please allow 20 minutes prior to your scheduled tee time for check in.

<u>Spa</u>

Completed by: Leo Aguirre Date: 15/12/08

Spa/Location: Facial Services
Confirmed Time: 11:30 AM

Description of Service: Aloe Vera Scrub
Name of Therapist: Susan Jacobsen

Female/Male Masseuse: Female
Duration: 30 Minutes
Price: 35.00

Notes: Must use low alkaline cleanser

Additional Information:

Should you need to cancel, a 4 hour notice is necessary to avoid any penalties.



Increasing Guest Satisfaction

"We log each guest's activities in The Concierge Assistant™ software; already knowing what they enjoy lets us offer suggestions that are tailored to their unique preferences. The system runs on the property's network server so all appropriate staff members can access a guest's data at anytime; this guarantees we can answer questions from any touch point in the resort. Also, since The Concierge Assistant is property-based we do not have to worry about hackers or identity theft over the Internet. We are using technology to standardize the highest quality of guest service."

Phillip Starling,

Marco Beach Ocean Resort's Managing Director

Many properties after the installation of The Concierge Assistant have increased their Guest Satisfactions scores 5% to 10%.





"I can't imagine us being able to respond the many guest's requests we have without this program. Without it, our Concierge Staff would spend an enormous amount of time focused solely on organizing the requests. Concierge Assistant allows the Concierge desk to quickly organize requests, build trust with the guest, and successfully fulfill the requests."

Jonathan Ray LCD Concierge, Market Pavillion Hotel

"The Concierge Assistant has revolutionized the way we are able to offer Concierge services in an upscale environment. We were able to tailor every part of the system to our resort and the activities we offer. The Messaging allows for communication within the department and across staff and management levels. Staff feels empowered to be able to communicate new information to each other and managers I am extremely pleased with the ways in which CA has allowed the department to develop and improve guest services."

Frederick Biegler The Ritz-Carlton, Central Park NY



Streamline Guest Services Operations

Paperwork time is reduced by 80% after the installation of The Concierge Assistant®.

Create orderliness and accuracy throughout the concierge process by automating manual guest services activities and reporting.



"It is a strong management tool. Our Concierge department can track employee performance to ensure that high service levels are maintained, and I can quickly access management productivity reports. That's part of how we maintain our high service levels: using technology to make each guest's stay a unique, individual experience down to the smallest detail."

Jason Baker, Concierge Manager Wynn Las Vegas

6/13/2006 05:40 pm		The Ritz-Carlton, San Francisco Guest Services Department					Page: 1 The Concierge Tean
				The	e Logbook Repo	rt Writer List	
Where Reference Date is between 6/1/2006 and 6/15/2006 And Category is Transportation And Status is Closed, Sorted by Last Name, First Name							
Done	Last Name	First Name	Refer Date	Who	Price:	Commission:	Type of Vechicle:
~	Barry	Jim	2008/06/14	KC	\$125.00	12.50	Luxury
~` ~`	Barrymore	James	2006/06/13	SS	\$125.00	12.50	Limousine
-	Barrymore	James	2006/06/09	SS	\$75.00	7.50	Towncar 3ppl
4	Bridges	Allison	2006/06/07	KC	\$75.00	7.50	Town/Car
~	Del	Christine	2008/06/14	KC	\$225.00	22.50	Town Car 3 people
	Demerjian	John	2008/06/14	KC	\$75.00	7.50	Limousine 6ppl
4	Hennigan	Regan	2006/06/09	KC	\$245.00	24.50	jaguar
4	Herran	Jorge	2006/06/09	KC	\$110.00	11.00	Mercedes 500
	Hyman	Jane	2008/06/14	SS	\$150.00	15.00	Limousine 6ppl
~	lwasaki	Valerie	2008/06/14	KC	\$225.00	22.50	Towncar 3ppl
400	Loew	Matt	2006/06/13	KC	\$125	12.50	Sedan - 4ppl
4	Mashand	Nestor	2008/06/14	KC	\$125.00	12.50	Limo/4
4	Pieraccini	Miko	2008/06/14	KC	\$225.00	22.50	Limousine 5ppl
✓	Robinson	Sean	2008/06/14	KC	\$75.00	7.50	Limousine 6ppl
-	Saiki	Jodi	2008/06/14	KC	\$225.00	22.50	Limousine 6ppl
~	Smith	Joe	2006/06/09	KC	\$225.00	22.50	Limosine, 6 people
~	Wilson (P)	James A	2006/06/02	KC	\$225.00	22.50	4 Limo
*	Wilson (P)	James A	2006/06/13	KC	\$75.00	7.50	Town Car 2 ppl
40	Wilson (P)	James A	2006/06/13	KC	\$225.00	22.50	Limo 5ppl
	Wilson (P)	James A	2006/06/13	KC	\$225.00	22.50	Limo 5ppl
~	Woods	Ami	2006/06/14	KC	\$135.00	13.50	limo
			TOTAL:		3315.00	331.50	



Some of the Hotels that can't live without The Concierge Assistant®

Arizona Biltmore. Phoenix Auberge du Soleil, Napa Valley Charleston Place, SC Four Seasons Atlanta Four Seasons Boston Four Seasons Las Vegas Four Seasons San Francisco Gaylord Palms Resort, Orlando **Gaylord Texan** Ginn Resorts. Orlando Grand Hyatt Manchester, San Diego Grand Hyatt Washington DC Green Valley Ranch, Las Vegas Grosvenor House, London Halekulani, Honolulu Hokulia Golf Club, Kailua-Kona Hotel del Coronado, San Diego Hotel Jerome, CO Hotel Nikko, Mexico City Hualalai Resort, Kohala Coast Humphrey's Half Moon Inn, San Diego Hyatt Regency Lake Las Vegas Resort Hyatt Regency McCormick Pl., Chicago Hyatt Regency Tamaya Resort & Spa, NM Hyatt Regency Washington on Capital Hill InterContinental Centre Toronto InterContinental Geneve InterContinental Willard, Washington DC JW Marriott Camelback Inn, Scottsdale JW Marriott Desert Ridge, Phoenix JW Marriott Desert Springs, CA JW Marriott Grande Lakes Orlando JW Marriott Hong Kong JW Marriott Las Vegas JW Marriott Tucson Starr Pass Resort Jumeirah Essex House New York La Playa, Naples FL Lajitas, The Ultimate Hideout Lake Las Vegas Resorts Langham Hotel Boston Las Ventanas al Paraiso, Cabo Loews Portofino, FL

Marriott Aruba Resort Marriott Crystal City Gateway Marriott Denver City Center Marriott Gaslamp Quarter, San Dlego Marriott Hotel & Marina, San Diego Marriott La Jolla, CA Marriott Marquis, NY Marriott Portland Waterfront Marriott San Francisco Airport Marriott Seattle Waterfront Marriott Vancouver Pinnacle Marriott St. Kitts Resort Marriott Toronto Marriott World Center, Orlando, FL Montage Resort and Spa, Laguna Montbleu, Lake Tahoe **New York Palace** One and Only Palmilla, Cabo Pan Pacific Vancouver Paris Las Vegas Park Hyatt, Beaver Creek Park Hyatt, Buenos Aires Park Hyatt, Toronto Park Towers, Las Vegas St. Regis, Monarch Beach, Laguna, CA St. Regis, New York Seattle's Convention & Visitors Bureau Silverado Resort & Spa, Napa Valley Surf and Sand Resort The Atlantic, FL The Boulders, AZ The Carneros Inn, Napa Valley The Cumberland, London The District, NV The Fairmont Kea Lani The Fairmont Orchid, Kohala Coast The Greenbrier, West Virginia

The Ritz-Carlton, Central Park South The Ritz-Carlton, Georgetown The Ritz-Carlton, Grande Lakes Resort The Ritz-Carlton, Half Moon Bay The Ritz-Carlton, Jupiter FL The Ritz-Carlton, Kapalua The Ritz-Carlton, Key Biscayne The Ritz-Carlton, Laguna Niquel The Ritz-Carlton, Lake Las Vegas The Ritz-Carlton, Naples The Ritz-Carlton, Naples Golf Resort The Ritz-Carlton, New Orleans The Ritz-Carlton, Pentagon City The Ritz-Carlton, Philadelphia The Ritz-Carlton, Phoenix The Ritz-Carlton, Reynolds Plantation The Ritz-Carlton, San Francisco The Ritz-Carlton, San Juan The Ritz-Carlton, Sarasota The Ritz-Carlton, South Beach The Ritz-Carlton, St. Thomas The Ritz-Carlton, Tysons Corner The Ritz-Carlton, Washington DC The Sanctuary at Kiawah Island SC The Townsend Hotel, Detroit The Westin Century Plaza Hotel The Westin Savannah Harbor Resort The Westin St John Virgin Islands The Westin Swan & Dolphin, Walt Disney World Trump Sonesta Beach Resort, Miami Venetian Hotel and Casino, Las Vegas Wynn Resort and Casino, Las Vegas

The Landmark, London

The Peninsula New York

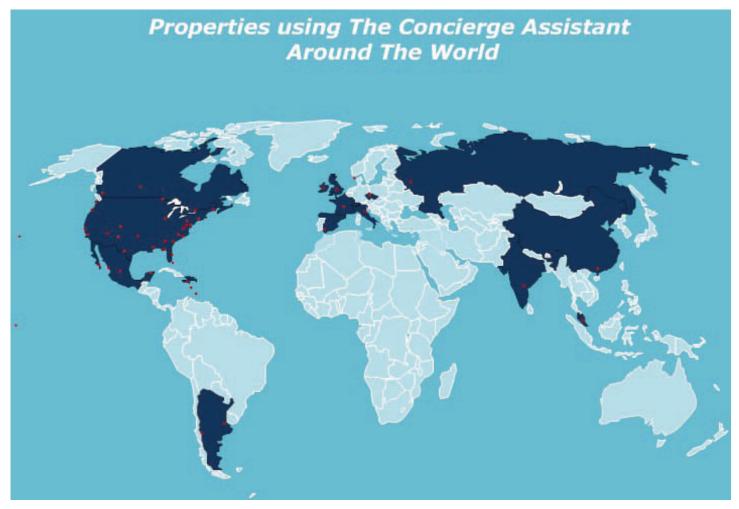
The Ritz-Carlton, Atlanta

The Ritz-Carlton, Cancun

The Ritz-Carlton, Bachelor Gulch

The Regent Beverly Wilshire, Beverly Hills





Argentina, Aruba, Austria, British West Indies, Canada, China, Czech Republic, England, France, French Polynesia, India, Ireland, Italy, Mexico, Puerto Rico, Russia, Singapore, Spain, St Kitts, Switzerland, US Virgin Islands, Virgin Islands, West Indies, United States of America



Departmental Uses

Overview

- CA provides the ability for any employee, anywhere on property to assist guests with accurate and timely information enabling the guest to make only one inquiry. Essential for all guest services enhancement programs.
- All documents presented to the guest, through either print or email format, can be presented with the property logo for a fast and professional presentation.
- Expedites the cycle time by efficiently locating both internal and external information for the guest.

Concierge

- Concierge is the heart of the program. Providing information to and for the guest is the primary focus. Multi-user access provides associates with the latest information on the status of each guest's request(s).
- CA allows the Concierge Desk and other guest services areas to be virtually paperless.
- Customize each data entry panel to reflect your personal logbook requirements.
- Track revenue for transportation, flowers, restaurant reservations etc.

Other Guest Services Areas such as PBX

- Loaned or sold items can be easily tracked for inclusion on a guest folio.
- Control inventory and availability i.e. rollaway beds, adaptors, umbrellas, refrigerators, DVDs, CDs, VCRs, etc.
- CA has the flexibility to incorporate 95% of all the information contained in the PBX Rolodex for more efficient utilization.
- Track faxes, wake up calls, and newspaper deliveries

Sales/Pre-Calling

- The guest experience starts prior to arrival with all emails and collateral customized for your property. Ability to personalize all documents (including confirmations and itineraries) for guests by merging this information into Word documents for easy letter writing or personalization.
- Ability to produce reports at month end with all bookings and total revenue generated by department.
- Enter groups and create itineraries in bulk for arrival and check-in.
- Organize amenity deliveries and calculate costs for VIPs and repeat guests for month end.

Loss Prevention/Security

- Track lost and found items, their present location and their ultimate destination
- Access information from any location in the hotel or restrict access to only specific people
- Log and track anyone, e.g. vendors or contractors, who enter the property.

Shipping/Receiving

- Track all shipping and receiving for the hotel. No more lost packages and a significantly reduced number of calls to the Shipping Office.
- Use for mail delivery in a time-share or condominium environment.



IT requirements

The software license is for an individual property and allows unlimited workstations and users. The application setup kit and associated databases all reside on the server, along with your other applications.

The Concierge Assistant uses DES 128 methodology to encrypt credit card information and passwords.

System Requirements:

Workstation:

Windows 95/98/NT/2000/XP

32 MB Memory

10 MB free hard disk space (35 MB for the Master Computer)

Network Connectivity

Server:

Windows NT/2000/2003/XP Server or Novell Server Software 50 MB free hard disk space (for database directory and setup kit)

Included with the System:

Assistance with the installation of software on network Administration training Basic setup of modules, templates and Concierge web page Staff Training Customer support



Hotel Online Special Report

Capella Hotels & Resorts Selects The Concierge Assistant ® Software for All Properties

New Ultra Luxury Chain uses Concierge Assistant system to support matchless service at Schloss Velden, a Capella Hotel

Agoura Hills, California – June 18, 2007 – <u>Gold Key Solutions</u>, developers of <u>The Concierge Assistant®</u> software system, announced it was selected by Capella Hotels & Resorts for use at all of the chain's new ultra-luxury properties throughout the world. Capella will use The Concierge Assistant <u>hotel system software</u> to standardize and streamline the highest quality guest service. The chain's first property, Schloss Velden, a Capella Hotel, opened in May 2007 and two more Capella openings are forecast before year-end,

"Capella Hotels & Resorts is establishing a new benchmark for hospitality luxury and guest service," said Scott Rohm, Senior Vice President of Operations for Capella. "In addition to Capella's spectacular locations, our team of Personal Assistants will be proactive in providing guests with every need during their stay. Capella will use The Concierge Assistant software for all its properties to help it manage guest relationships, develop itineraries for guest scheduling for dining, spa and other services to give guests the most personalized attention." Rohm explained Capella is different from the usual luxury hotel in one key area. It replaced the common public-area concierge position with professionally trained Personal Assistants that are positioned in each property's well-appointed private sitting room, which is a comfortable area maintained exclusively for guests.

Newton Gore, President of Gold Key Solutions, said, "Today's discerning guests expect more from a luxury property than in the past. Capella recognizes this need and is addressing it with a balance of beautiful boutique hotels in stunning locations and highly personalized guest care. The Concierge Assistant software is an ideal tool to support Capella's goal to provide enriching experiences and superb service." The Concierge Assistant software is a server-based secure application that tracks trends in guest activities, appointments and requests and enhances customer service by automating tasks such as itinerary planning and printing, and special requests. It is used by more than 300 luxury hotels around the world to enable more professional, personalized attention to guests.

Capella Hotels & Resorts promises unique benefits of the finest boutique hotels including elegant refined architecture and interior design, privacy, individualized service and attention to detail combined with the amenities of the world's great luxury hotels and resorts. The Schloss Velden, a Capella Hotel, is a beautifully restored Austrian lakeside castle opened in May 2007 as the first Capella property. The company is expected to open two more properties in 2007 and forecasts a total of seven hotels to be in service by the end of 2008. Sites for future Capella Hotels & Resorts include Capella Castlemartyr in Ireland, Capella Pedregal in Cabo San Lucas, Mexico, Sentosa Island, Singapore and Telluride, Colorado.

Capella's Scott Rohm said, "Our goal is to place Capella above the typical Five-Star level to deliver the ultimate quality experience to every guest. The staff at each property will be carefully selected and completely familiar with the surroundings, activities and history of each hotel's locale. We are leveraging The Concierge Assistant to create personalized profiles of each guest to anticipate his or her needs to provide the finest in client care. When it is used well, superior technology is the perfect





Schloss Velden, A Capella Hotel Schlosspark 1 Velden, Austria

About Capella Hotels and Resorts

Capella Hotels and Resorts serves today's top-tier travelers and residential property owners and is setting a new standard in the hospitality industry. Capella promises the unique benefits of the finest boutique hotels, including superb architecture and interior design, privacy, individualized service and attention to detail - combined with the amenities and activities of the world's great luxury hotels and resorts. Capella, led by founder Horst Schulze, is a brand focused on customer choice, and offers choices that no other hotel company in the world can match. Capella is opening world-class properties in cities and resort destinations around the world, including: Breidenbacher Hof, a Capella Hotel (Düsseldorf, Germany); Capella Castlemartyr (Cork, Ireland); Capella Pedregal (Cabo San Lucas, Mexico); Capella Singapore (Sentosa Island, Singapore); Capella Telluride (Telluride, Colorado); Capella Dunboy Castle (Cork, Ireland); and Schloss Velden, a Capella Hotel (Velden, Austria). Learn more at www.capellahotels.com.