



For Immediate Release

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‘Making Memories’

**ABEC Resorts — on-site manager of
three luxurious oceanfront condominium-resorts
— creates one-of-a-kind guest experiences
using the IQware Global PMS**

DEERFIELD BEACH, FLA. — April 21, 2010 — Unfailing attention to *every* detail is what ABEC Resorts’ condominium-resort owners and guests deserve and have come to expect — and the IQware Global Property Management System (PMS) is the technology vessel that propels ABEC Resorts from good to great in a sea of competition.

ABEC Resorts is the on-site manager of three luxurious condominium-hotels in Destin, Florida. Located directly on the Gulf of Mexico, ABEC Resorts’ trio of crown jewels include: Silver Shells Beach Resort & Spa, Silver Beach Towers Resort, and The Palms of Destin Resort & Conference Center.

“Each of our condominium-resorts is dedicated to delivering outstanding customer service to our owners and guests alike — and the IQware Global Property Management System truly empowers our talented hospitality team, day-in and day-out, to deliver on our promise of ‘making memories,’” says Mark Gordon, ABEC Resorts’ Information Technology (IT) Director.

3 one-of-a-kinds



**Silver Shells Beach
Resort & Spa**



**Silver Beach
Towers Resort**



**The Palms of Destin
Resort
& Conference Center**

As a premier vacation destination, Destin attracts those who expect only the best. And ABEC Resorts gives them just that!

- An upscale, gated community with large, luxurious residences and endless amenities, the **Silver Shells Beach Resort & Spa** offers breathtaking views of the Gulf of Mexico, a tropical lagoon pool, sandbar and the famous Ruth's Chris Steak House.
- Sister property **Silver Beach Towers Resort** is known for its romantic sunset views over the water, VIP beachfront amenities and relaxing lagoon pool.
- And just down the coastline, is **The Palms of Destin Resort & Conference Center** — the latest addition to ABEC Resorts' hospitality collection — featuring a themed restaurant, full-service spa, host of other amenities, and state-of-the-art conference and banquet facilities.

Across the three one-of-a-kind condo-resorts, IQware provides each guest and owner unsurpassed, individualized services and amenities. By seamlessly integrating a multi-property solution based on VIP guest cards, IQware has tied almost every function across ABEC Resorts' trio of hospitality gems into its PMS.

“We automate and operate almost everything using IQware,” Gordon notes. “IQware gives us a *truly* integrated platform for handling each of our owner's and each of our guest's needs and wants — and, in many cases, we even anticipate their needs so we can proactively exceed expectations.”

David Perkins, President & CEO of Deerfield Beach, Fla.-based IQware, said the company's PMS offers an unmatched blend of flexibility and functionality because the PMS truly has been — and continues to be — “customer engineered.” IQware has spent the past 26 years listening to, and following through on, hospitality property managers' needs as well as those of their unit owners and guests.

Above & Beyond

“IQware gives condo-hotel managers incomparable capabilities to manage day-to-day operations and regularly WOW owners and guests,” Perkins says.

ABEC Resorts’ has tethered its VIP guest cards to the IQware Global PMS, transcending the concept of traditional room keys. The dynamic duo delivers “one-card shopping,” so guests can take full advantage of all the amenities offered across all three Destin properties. Guests simply use their room keys for handling charges for everything from beach services and spa visits, to meals and bar tabs — and IQware does all the legwork!

“The only thing that surpasses our accommodations and amenities is our guest service — and IQware is working hard behind the scenes to enable our efforts,” Gordon adds.

The bottom line is both guest satisfaction and revenues are brighter and guests are more likely to keep their business within the ABEC Resorts’ collection — many times returning to stay at another of the company’s Destin destinations that they first visited while test driving their VIP guest cards just down the coastline.

For condo owners, ABEC Resorts has launched a comprehensive, secure Web portal. Owners can access key financial reports online, work with their calendars, and book units if they like — all powered by the IQware Global PMS.

“Our whole world is IQware. It lets us and our owners do a much better job of managing our room inventory in real time than we could otherwise do,” adds Joanne Backe, ABEC Resorts’ Revenue Manager.

“Our owners absolutely love IQware because it lets them see and do everything they need to, and from almost anywhere,” Gordon says. “IQware gives condo owners precisely the information they need, how and when they want it, so they can best manage their condos. Equally important, everyone at IQware is knowledgeable, prepared and eager to help us, and each of our owners, at any time.”

Backe says she, too, appreciates that IQware allows her to do her job remotely, when needed. She can log into the system 24/7 from anywhere with an Internet connection.

“And IQware’s modular design and talented team make it easy for us to turn on features and ramp up functionality, system by system, as each user grows in experience and responsibilities,” Backe adds.

Perkins says IQware’s secret ingredient is its unwavering dedication to providing the highest level of responsiveness possible.

“Our technology, albeit best-in-class, is just half of our winning solution. Our talented, committed team is the other half,” Perkins notes. “Our staff of experts know the hotel and condo business inside and out. Equally important: They listen, they care and they follow through.”

Backe backs him up.

“IQware’s customer service is world class,” Backe adds. “Not once have they let me down when I needed information or help. Because of IQware’s willingness to provide help and insight, no matter how seemingly basic a question might be, we’re able to do more and more with the system, and capture greater bottom-line benefits, as we unlock more of IQware’s full potential.”

About ABEC Resorts

ABEC Resorts, Inc. is the on-site management company for Silver Shells Beach Resort & Spa, Silver Beach Towers Resort and the Palms of Destin Resort & Conference Center — three luxurious yet affordable Destin condominium-resort properties located on the beautiful Emerald Coast of Florida. Buffering the pristine, natural setting of Henderson Beach State Park, Silver Shells Beach Resort & Spa sprawls across 31 acres with 1,100 ft. of private beachfront, complete with beach service. This upscale, gated community has large, luxurious residences and endless amenities. The Silver Beach Towers offer glistening Gulf views, beachfront balconies, unmatched residences, all with access to a private beach and beach service. The Palms of Destin Resort & Conference Center is designed to exceed expectations at every turn. It is a delightfully private getaway and truly relaxing vacation spot, and a most productive meeting site. All of our condos offer ownership and rental opportunities, either through the resort directly for vacation rentals or by contacting ABEC Realty to discuss the possibilities of ownership. For more information about ABEC Resorts and each of the properties, call 877-44-RESORT and visit <http://www.abecresorts.com>.

About IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condo-hotels, vacation rental and timeshares – and all sizes – from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, IQrez, packages, loyalty points, IQDestinations and IQlink — which pushes your existing PMS inventory directly to the most effective and profitable Intranet, GDS and Extranet channels. IQware also provides Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management solutions). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.

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