



For Immediate Release

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The Cure for the Common Hotel

*Powered by IQware's "rock-solid" Global PMS,
The Boulder Outlook Hotel & Suites
— Boulder, Colorado's 1st zero waste hotel —
exceeds guest expectations 24/7,
from real-time online booking
through easy, instant check-out*

DEERFIELD BEACH, FLA. — September 16, 2009 — The Boulder Outlook Hotel & Suites is “The cure for the common hotel.” One glance around the property and guests immediately see why it has achieved just such a billing.

As Boulder, Colorado’s first “zero waste hotel,” the property is absolutely committed to protecting the environment in an area famed for five rock formations known as The Flatirons. And that’s just the start. You can see the mantra of being different and independent repeated wherever you look — from the property’s chlorine-free pool and hot tub to the 11-foot boulder anchoring the middle of the lobby. And quietly toiling away behind the scenes, helping the hotel’s talented team build a rock-solid base of raving fans, is IQware’s Global PMS.

“Boulder Outlook is an independent hotel that works hard at reflecting the values of Boulder,” says Nick Martin, the property’s Assistant General Manager. “Naturally, being a one-of-a-kind, guest-centric, experienced-based destination, Boulder Outlook requires a technology backbone second to none — and IQware promises and delivers just that!”

Bouldering Basics

Bouldering is a style of climbing emphasizing power, strength and dynamics. It's not for everyone. It takes guts, determination, hard work and experience — and just the right tools — to successfully, efficiently and gracefully climb to such heights, no matter the obstacles.

“Selecting a PMS partner is a bit like bouldering,” Martin says. “IQware brings the operational experience and technology tools we require to safely and quickly reach the summit.”

“When you're bouldering, the name of the game is being in complete control. You don't want any surprises,” Martin adds. “With IQware, we are in total control. We can implicitly trust the system with our business. It never let us — or our guests — down.”

IQware provides a comprehensive, flexible solution to managing the operations of the hotel, based on the experiences of dozens of customers, notes David Perkins, President of IQware.

“IQware handles not only the basics, but delivers sophisticated expert-class features and functions designed to make running a hotel easy, so our customers can concentrate on delivering extraordinary lodging experiences to their guests,” says Perkins.

Rock Solid — But Not Set In Stone

Being independent lets Boulder Outlook respond quickly to guest and community needs. With such flexibility, the hotel can reach out with new and innovative amenities.

“Boulder is a very outdoorsy place, and we reflect that by offering on-site recommendations for hiking, biking and cycling trails — and we are pet friendly as well,” Martin points out. “We also are the main Blues & Jazz venue here, with a solid calendar of events targeted to music audiences.”

In the course of constantly reinventing itself to best serve guests, the hotel appreciates that IQware not only keeps up, but keeps getting better.

“Hoteliers know that everything constantly changes, if not literally then figuratively. And they demand a software solution that not only keeps up but also helps them innovate and proactively compete in the marketplace,” says Perkins. “We know the hotel industry inside and out, and are constantly introducing IQware enhancements that anticipate the needs of our customers.”

Boulder Outlook uses the lodging portion of the IQware Global PMS, and à la carte modules like Advanced Group Management, Package Management, Allotment/Tour Operator Management, Sales/Travel Agent Commissions, Activity Bookings, Yield Management, and the Loyalty Point Program.

“IQware does a great job integrating our software packages together seamlessly,” says Martin. “All the bells and whistles are in there — anything you need is right there at your fingertips, along with almost anything a hotelier can dream up. IQware epitomizes intuitive technology.”

“I used to wonder how they put out so many new features, but then I realized IQware — just like us — listens closely to customers and incorporates the better ideas of hoteliers into newer versions that can be easily installed.

Vein of Gold

In response to a falling economy that has hit Boulder, Colorado, hard, Boulder Outlook has grabbed on tight to features in IQware that help deliver significant bottom-line results.

“All of our hotel maintenance orders are put through the system so we now have a complete history of prior issues we can tap into to anticipate what needs attention and track down the true causes of problems,” Martin says. “From a guest satisfaction perspective, it’s a godsend, since we can track and take care of most things before they inconvenience our guests.”

This is just one of the many factors that led *Boulder Weekly* to award the Boulder Outlook Hotel & Suites the coveted “Best in Boulder – Staff Pick” designation.

“Over 70% of our guests provide us their email addresses so we can market directly to them,” Martin adds. “Our Web site is part of our marketing strategy and is as unique as the hotel, with bright colors, easy-to-use room booking and amenity selection panels, and even a box filled with FAQs and another that proclaims ‘talk to us’ and makes it easy to call, email and find us.”

First Hotel on Your Right

Heading into Boulder from Denver, Boulder Outlook is the first hotel on your right. Being first in more ways than one, Boulder Outlook has a lot going for it.

“As the first zero waste hotel in Boulder, we try to do more,” says Martin. “We are running a green business and exposing visitors from all around the country, and the world, to an approach to living that is sustainable.”

The hotel uses everything from compostable packaging and eco-friendly cleaning supplies to energy-efficient light bulbs and “Green-Key” paperboard keycards instead of plastic keycards.

And just like in hiking and climbing, where you rely on your specialized gear, Boulder Outlook relies on IQware and what it enables the exceptional property to do.

“IQware truly lets us focus our attention on our guests because we know that we can deliver on the details of what it takes to provide a great lodging experience,” says Martin. “IQware is both rock solid and one of a kind. Together, we’re two of a kind — true technology partners.”

About Boulder Outlook Hotel & Suites

The Boulder Outlook Hotel is designed to bring the outdoors in. From our indoor bouldering rocks (11' and 4') for climbing experiences for all ages to our chlorine-free heated pool and hot tub to soothe your muscles after a days' outing, the Boulder Outlook Hotel makes a great "base camp" to launch your outdoors experience. Our goal is to provide a full-service, mid-priced, professionally operated hotel, for corporate/business and leisure guests, with "unexpected" customer service and amenities. Families with children enjoy our poolside rooms. Travelers with

pets enjoy our designated FIDO friendly rooms and our fully enclosed dog run. Business travelers enjoy the quiet business corridors and special extras for our Executive Class rooms, the services of our Business Center, the convenience of our room service and the wonderful food and atmosphere of "Blues & Greens" our Bar and Grill, also known as "Boulder's Home of the Blues" featuring live performances by local and national acts 4 - 5 nights a week. As Boulder's first "Zero Waste Hotel" partnering with Eco-Cycle in 2006 we recycle 80% of the waste generated by the hotel. We won the Colorado Clean Initiative Gold Medal of Honor for Sustainable Business in 2007, and since beginning this process we have saved 1,029 30 ft. trees, 996 cubic yds. of trash, 424,619 gallons of water, 413,610 kWh of electricity, 3,966 lbs. of air pollution, and 9,433 cubic ft. of methane gas. As our way of sharing our resources and giving back to the community, The Boulder Outlook Hotel has dedicated a Community Meeting room for free use by the Board of Directors of local non-profit charities. Last year we made contributions to over 100 community organizations, charities and non-profits. The Boulder Outlook Hotel welcomes all travelers and strives to make every guest feel like they belong here in Boulder and at the Boulder Outlook Hotel. For reservations and more information, call us at (800) 542-0304 and visit www.boulderoutlook.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 100,000 rooms generating more than \$3 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, Web-Rez, 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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