



**For Immediate Release**

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## **Heavenly lodging experiences ... and bottom-line results!**

***IQware Global PMS provides robust resort, hotel and townhouse management functionality to Newpark Resort & Hotel — a truly unique lodging destination in Park City, Utah — pleasing guests and owners alike.***

**DEERFIELD BEACH, FLA. — August 27, 2009** — Nestled in a pristine alpine setting, Newpark Town Center captures all the charm of Park City, Utah, and extends it in a newer, modern, clean, more convenient and environmentally friendly way. Newpark reflects the best next-generation thinking in western mountain town living and design. It is a fun, dynamic, recreation-oriented and vibrant community center offering unmatched open space, views and innovative places to live, work, shop, dine, be entertained, vacation and play. Helping anchor Park City, Utah's stunning Newpark Town Center is the innovative Newpark Resort & Hotel — offering deluxe hotel rooms, 1- and 2-bedroom hotel suites and 2-bedroom townhomes with auto pilot-like ease thanks largely to IQware's Global Property Management System.

Chris Eggleton, General Manager at Newpark Resort & Hotel, says IQware's Global PMS is the one-of-kind destination's secret ingredient.

“IQware and Newpark are a match made in Heaven — two true one-of-a-kinds,” Eggleton says. “The IQware Global PMS empowers us to focus on delivering uniquely memorable experiences to our guests and homeowners. IQware's commitment to technology partnering, world-class customer service and continuous improvements in both software functionality and flexibility keeps us operating efficiently and ensures we will be competitive, and at the cutting-edge, for years to come.”

## Environmental Consciousness

“Newpark implements a lot of new ideas,” Eggleton says. “Being on the edge of a 1,200-acre nature preserve, everything is designed considering environmentally friendly concepts — from the Swaner EcoCenter, Utah’s first and only LEED – Platinum certified building, to following green operating practices to incorporating a ”mountain organic” design, bringing nature and natural design elements into all of our indoor spaces.”

Guests and homeowners alike really appreciate Newpark’s focus on nature. Some say Newpark succeeds admirably in delivering an unparalleled live, work and play experience in a unique setting, surrounded by nature and incorporated into the natural environment.

“There’s an expectation that we run our operations in an eco-aware and eco-friendly way,” notes Eggleton. “As an example of this, we have pretty much eliminated printed reports and sending out printed statements to our homeowners or saving daily audit reports electronically — everything is available online with the convenience and economy of 24/7 information access.”

IQware President David Perkins points out that the PMS is designed with comprehensive, easy-to-use online capabilities. From online reservations to hotel maintenance, IQware can run paper-free and get the job done efficiently. IQware also provides the homeowner reporting today’s urban, cutting-edge, Blackberry-wielding, second-home buyers demand and deserve.

## Winning design

Great design is evident everywhere at Newpark Resort & Hotel.

“We cater to families, urban trendsetters and everyone else who expects thoughtful design and practical luxury at an affordable price,” says Eggleton. “Our current focus is to offer 4-star accommodations and service at 2-star prices, IQware assists us in achieving that goal.”

Newpark Resort’s PMS design is no exception. That blueprint began with a blank sheet of paper. The property’s owner/operators wrote down everything they needed and wanted in a PMS, and then IQware worked closely with them to customize the IQware Global PMS to meet and exceed their — and their guests’ — current and future expectations.

“We knew exactly what we wanted and what we needed to have, and we worked with IQware to fully realize our design,” Eggleton adds.

Perkins says close technology partnering and customization is all in a day’s work for IQware.

“Specific functionality is critical to our customers,” says Perkins. “IQware is extremely rich in capabilities, so we can address just about any need. And we are constantly adding functionality and working with our customers to continually improve our IQware Global PMS based on their requests and recommendations.”

IQware is highly configurable — built from the ground up with modular functionality to meet just about any need, be it hotel or homeowner property management.

“As you use IQware, it reveals itself to be infinitely more useful than you originally expected, especially as you become familiar with the depth and breadth of features and functions built into it,” observes Eggleton. “We are more and more pleased with IQware as we identify new business needs and then time and again pleasantly discover IQware already has them covered.”

“IQware is installed in so many diverse environments that we actually do have the vast majority of what anyone needs covered,” Perkins adds. “Our people know the lodging business inside and out, so they ‘get it’ immediately when a customer asks for a certain capability.”

## Heavenly partnership

“It’s a big thing for us to have such a strong, natural partnership with IQware,” Eggleton says. “They are very responsive: Whatever time of day I’m on the phone with them, I get the technical support I need to get things done and keep running.”

With the world’s overall economic situation improving more slowly than hoped, having a full-featured, constantly enhanced PMS makes all the difference. IQware separates the “just surviving” from the “fully thriving,” Perkins notes.

“IQware is very affordable, and delivers robust functionality across the board, so clients can attract and retain more customers,” Perkins says. “The bottom line: IQware pays for itself within months.”

Blending rich hotel functionality and comprehensive homeowner property management capability in a quick-to-implement, easy-to-use integrated system is a natural fit for the thriving Newpark Resort & Hotel.

“On a day-in/day-out basis, IQware is the key to our ongoing success and ability to deliver delightful vacation lodging experiences to our guests and homeowners,” Eggleton concludes.

At IQware, we are 100% focused on making sure Newpark Resort & Hotel is successful, and our unique software handles it all. You can’t be all things to all properties, but IQware proves you can be all things to most properties.”

## About Newpark Resort & Hotel

*Consistently ranked as a “Top Value” and “Top Ten Park City (Utah)” property by TripAdvisor.com, Newpark Resort & Hotel boasts spectacular views of the pristine 1,200-acre Swaner Nature Preserve. In the heart of the Newpark Town Center, Newpark Resort & Hotel offers an exceptional mountain escape and the convenience of dining, shopping, and nightlife venues — including Park City’s only Family Entertainment Center offering bowling, arcade, restaurant and more (opening December 2009). Deluxe hotel rooms, one- and two-bedroom hotel suite, and two-bedroom townhomes are luxuriously appointed yet comfortably priced. Newpark Resort & Hotel is located 25 minutes from Salt Lake International Airport and is within minutes of all eight major winter resorts and the Utah Olympic Park. For more information and to make reservations, call (877) 649-3600 and visit [www.newparkresort.com](http://www.newparkresort.com).*

## About IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With Intelligence<sup>SM</sup>” 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](http://www.iqwareinc.com) or call (877) 698-5151.