

PRODUCTS AND SERVICES

SWAN, a 'ces' 85%-owned subsidiary, provides state-of-the-art technology along with proven management expertise to the hospitality industry while ensuring, with strong technical support, that application of technology is a user-friendly experience for practitioners.

SWAN strives to relieve independent hoteliers and chains from the overwhelming challenges of integrating technology into their operations – allowing hoteliers to concentrate on serving their guests better.

SWAN offers solutions to run properties more competitively and more cost effectively, by combining services provided by its different service offerings from Richfield, Sceptre, Shield and Source.

RICHFIELD HOSPITALITY SERVICES (HOTEL MANAGEMENT)

Richfield is an established independent hotel management company. With three decades of experience, it provides a full complement of management services to hotels from limited service properties to full-service and resort hotels.

Richfield provides expert assistance that allows clients to capitalise on its many years of hands-on experience and industry technological advances. The diversity of hotels and brands requires expertise in many different systems and technology platforms, which Richfield is well-equipped to offer, with its extensive experience in various franchise systems.

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Richfield is well-positioned to enhance the performance of the properties it has been entrusted to manage and to expand its portfolio of management contracts.

Services offered by Richfield:

- Operations
- Sales and Marketing
- Revenue Enhancement
- Asset Preservation
- Franchise Expertise
- Standards
- Forecasting and Yield Management
- Human Resources
- Accounting
- Purchasing
- Legal Services
- Design Services
- Specific Focused Consulting

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Auburn University and Conference Center, a new client of Richfield.

SCEPTRE HOSPITALITY RESOURCES (RESERVATION DISTRIBUTION)

Since 1987, Sceptre has been helping small chains, hotel management companies, as well as independent hotels and resorts, increase their sales and profits through a variety of reservation management and distribution services.

Sceptre provides the leading edge reservations platform for the hotel industry. In the course of the year, Sceptre moved to an enhanced technology platform that has strengthened its product offering considerably. With an extremely user-friendly system, clients can now

make changes in availability, rates, and information within the Sceptre system and have the information appear within the distribution channels almost instantaneously. This means that the hotel staff are empowered to manage their rates more effectively. They are able to receive extensive real-time information, thus maintaining greater control of the business and exercising improved agility in a competitive market place.

Another advantage provided by Sceptre is its strong support provided to its clients. Its team of industry professionals provides personalised expertise and guidance to each client, ensuring that hotels maximise the revenues they derive from the various distribution channels.

The current portfolio of services includes Global Distribution System (GDS) representation, internet distribution through Sceptre's affiliation with TravelWeb, private-label voice reservations, and a wide array of one-way and two-way property management system interfaces.

This suite of services provides an unparalleled solution for the hotelier to increase revenues and gives its clients the electronic-distribution power typical of branded or franchised hotels, as well as the best reservations technology.

Sceptre is currently the reservations solutions provider for 115 hotels worldwide.

Services offered by Sceptre:

- Distribution and Marketing Consulting and Analysis
- Global Distribution Systems Management
- Internet Distribution
- Channel Management
- Business to Consumer and Business to Business Consulting
- Electronic Marketing Consulting and Analysis
- Consortia Submission Service
- Revenue Enhancement Tools

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SHIELD (INSURANCE AND ON-LINE RISK MANAGEMENT)

Shield is an online risk manager and insurance provider on duty 24 hours a day, 7 days a week and 365 days a year - just like the hotel business, giving hotel professionals the ability to manage risk on their schedule and provide staff training at no cost.

Today, Shield handles the insurance needs of hotels worldwide, helping independent and franchised operations save time and money with each insurance purchase.

With Shield, hoteliers will benefit the buying power of many and protect the independence of one.

SOURCE (BULK PURCHASING AND PROCUREMENT)

Source offers hoteliers the cost-benefits of national account purchasing, where individual purchases are consolidated to create a powerful independent brand.

Source is consolidating its purchasing power and passing on cost-savings to client-hotels of Richfield, Sceptre and Shield.