



Enrich Systems, Inc.

Customer Focused, Next Generation Software Technology

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FOR IMMEDIATE RELEASE

ENRICH SYSTEMS LAUNCHES RFID ENABLED HOTEL CASHLESS PAYMENT SOLUTION AT HITEC 2008

AlohaPay® Integrates On and Off Property Retail and Restaurant Outlets with Hotel Property Management Systems

AUSTIN, Texas, June 16 – This week at the Hospitality Technology and Financial Professional’s HITEC 2008 conference in Austin, Texas, Enrich Systems will launch AlohaPay®, an RFID enabled cashless payment system. AlohaPay® allows hotel guests to charge purchases made *anywhere* to their hotel account by integrating hotel property management systems with retail and restaurant outlets.

AlohaPay® utilizes RFID technology along with Microsoft BizTalk Server 2006 R2 and Microsoft SQL Server 2005 to provide an innovative solution that integrates retailers and hotels regardless of location. With AlohaPay®, guests carry only an RFID enabled room key that contains no personally identifiable information. They can then use that key to pay for purchases at any AlohaPay® enabled retailer regardless of the retailer's physical location on or off the hotel property. Purchases are then charged to the guest’s hotel room account.

Enabling hotel guests to charge purchases at retail and restaurant locations both on and off the hotel property to their hotel room means integrating each individual retail POS system with the hotel’s Property Management System. The complexity and cost of integration with retailers has stopped many hoteliers from offering this valuable guest service amenity. AlohaPay® eliminates this complexity and insulates the hotel from having to create agreements with individual retail merchants. It also increases guest satisfaction through enabling easy and safe purchasing and eliminating the need to carry cash and credit cards during their stay.

“In order to compete and differentiate in today’s market, especially in the experiences offered to guests, the integration of systems and information continues to be a major challenge facing hospitality organizations,” said Sandra Andrews, U.S. hospitality industry director, Microsoft Corp. “The AlohaPay system, blending cutting edge RFID technology with Microsoft’s familiar and widely supported software platform, solves this important integration issue providing greater service to the guest, increased revenue opportunities, and business insight into guest purchasing activities.”

“We are thrilled to be working with Microsoft to bring this solution to market. We founded Enrich Systems on the principle of using technology to enrich the human experience and AlohaPay® is a great example of how blending new technology with traditional software can change the way businesses and their customers interact,” commented David Tyler, Co-Founder and CEO of Enrich.

Enrich will be demonstrating AlohaPay® in booth 749 at HITEC.

About Enrich Systems:

Enrich Systems is a Next Generation Software Development company located in Honolulu, Hawaii. Enrich represents the culmination of years of focus on creating applications that go beyond serving primary business functions. Enrich operates on the verge of business process and information technology. Enrich leverages technology to turn ordinary human experiences into extraordinary events. For more information please visit www.enrichitnow.com.

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If you would like more information, or would like to schedule an interview, please call Elizabeth Redding at 808-944-8686 or email Elizabeth at eredding@enrichitnow.com.