



**FOR IMMEDIATE RELEASE**

**Sept. 14, 2009**

**MEDIA CONTACTS**

**ResortSuite:**

Voula Monos

171 East Liberty Street, Suite 207, Toronto, ON, M6K 3P6

1.416.259.0715 [mediarelations@resortsuite.com](mailto:mediarelations@resortsuite.com)

**HERSHEY ENTERTAINMENT & RESORTS SELECT RESORTSUITE'S PROPERTY, LEISURE & MEMBERSHIP MANAGEMENT SOFTWARE SOLUTIONS.**

**TORONTO, ON** – ResortSuite, a leading provider of integrated guest-centric hospitality management software solutions, is pleased to announce that **Hershey Entertainment & Resorts** has selected ResortSuite to manage **The Hotel Hershey, The Spa At The Hotel Hershey, Hershey Lodge, Hershey Highmeadow Campground, Old Mill Stream Campground, Hershey Golf Collection** and all associated activities and membership operations.

**Hershey** envisioned an [integrated solution](#) that could satisfy all the facets of its operation. After a rigorous and thorough evaluation process, they selected [ResortSuite's PMS](#) (property management system), SPA, GOLF, CLUB, CONCIERGE, and WEB modules to replace their current multi-vendor interfaced systems.

The implementation of [ResortSuite](#) will assist **Hershey Entertainment & Resorts** with the rollout of its 'One Call, One Card' concept, which allows a guest to be identified at a full profile level at any point of sale across the entire entertainment and resort complex in Hershey, Pa. This will allow **Hershey Resorts** to provide the ultimate guest experience and enhance overall guest service.

"ResortSuite was selected based on the functional depth of their solution and their product's ability to perform in a complex enterprise environment", said Bill Sheaffer, Managing Director of Technology for **Hershey Entertainment & Resorts**. "Besides managing a significant portion of our business, the ResortSuite solution will need to seamlessly interoperate with other facets of our operation, and ResortSuite's flexible architecture makes that possible in a cost-effective manner."

"We are honored to have been selected to work with **Hershey Entertainment & Resorts** to realize their guest service vision and provide a robust, modern solution for managing their hotel, spa, and golf operations", states Frank Pitsikalis, ResortSuite Founder and CEO. "ResortSuite has the same vision as our growing [client base](#); which is to provide the best service possible that fosters strong relationships with those whom we interact with on a daily basis. We are proud to provide our clients with a solution to enhance their relationships with their guests."

**About Hershey Entertainment & Resorts:**

**Hershey Entertainment & Resorts** is a privately held company that was founded in 1927, when Milton S. Hershey separated his chocolate manufacturing operations from his other businesses. All of these non-chocolate producing divisions were reorganized under the name Hershey Estates, which is known today as **Hershey Entertainment & Resorts**. **Hershey Entertainment & Resorts** and its subsidiaries own and/or operate the **Hersheypark** entertainment complex, **Hersheypark Arena & Stadium, ZooAmerica North American Wildlife Park, Hershey Bears AHL Hockey Club, Giant Center, Dutch Wonderland** family entertainment complex, **The Hotel Hershey, Hershey Lodge, Hershey Highmeadow Campground, Hershey Golf Collection, The Spa At The Hotel Hershey, Hershey Nursery, and Hershey Laundry and Textiles.**

**About ResortSuite:**

ResortSuite is a sophisticated and fully integrated customer-centric hospitality management software solution developed specifically for [hotels and resorts](#), boutique hotels, spas, clubs and leisure operations, and their multi-faceted business areas. The ResortSuite solution is built on an Oracle database and includes the following specialized modules: **PMS, SPA, CATERING, F&B, GOLF, SKI, CLUB, RETAIL, CONCIERGE, and WEB.** All modules oversee the areas of an operation in parallel but share common core capabilities, creating a customer-centric, integrated hospitality management solution. ResortSuite prides itself on delivering exceptional support and forging strong business relationships with its clients and partners and was awarded *Hotelier Magazine's* 2005 Supplier of the Year Award. For more information on the ResortSuite solution, please visit [www.resortsuite.com](http://www.resortsuite.com).

###