

Aptech's Execuvue Business Intelligence Implemented by LQ Management L.L.C. for Its More than 600 La Quinta Hotels

Execuvue delivers same-day corporate reporting to guide management decision making

Pittsburgh, April 30, 2008 – Aptech Computer Systems, Inc. announced today that LQ Management L.L.C., operator of the La Quinta Inns and Suites brand, implemented the Execuvue® Business Intelligence system to automate data gathering and operational performance management for its more than 600 La Quinta Inns and Suites hotels. LQ Management L.L.C. utilizes Execuvue in its corporate offices for same-day management reporting to track business performance for better-informed management decisions.

Vivek Shaiva, Chief Information Officer for LQ Management, L.L.C., said, “Execuvue enables LQ to provide its officers and corporate management team with daily operating reports to track key business performance indicators. The system is a critical part of LQ’s management information system that provides support for tactical and strategic decisions.” Shaiva said his team worked with Aptech to develop custom flash reports that show the company’s overall performance and enables executives to drill down into data to evaluate individual property contribution.

LQ Management collects operating data from all its properties during the night audit process, and then consolidates the individual hotel information into a central database that exports it to Execuvue for management reporting and analysis. “Our CEO and other officers have custom Execuvue operating reports on their desk by 8 a.m.,” Shaiva said.

Jill Wilder, Vice President for Aptech, said, “LQ Management’s team worked closely with Aptech’s developers to create specialized reports that deliver property and corporate information that contributes to LQ’s success. Execuvue is integrated with LQ Management’s corporate and property-based systems to deliver the maximum amount of data without manual rekeying; it is a very efficient process.” Execuvue provides customized executive graphic performance displays that include YTD and same-day last year comparisons by market, brand and further criteria for RevPAR, ADR, occupancy and other measures.

Execuvue automates enterprise business analysis

Execuvue is a web based hospitality Business Intelligence software application for large and small hotel companies that coordinates data from a wide variety of corporate systems, including Smith Travel Research, into accessible information with familiar browser simplicity. Execuvue gives hotel executives the power to make better decisions daily by providing fast and easy real-time access to key operating information and graphically displaying it.



About LQ Management L.L.C.

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States. Based in Dallas, Texas, the Company operates and provides franchise services to more than 600 hotels in 45 states, Canada and Mexico under the La Quinta Inn® and La Quinta Inn & Suites® brands. For reservations or more information about La Quinta, please visit www.LQ.com.



About Aptech Computer Systems

Aptech Computer Systems, Inc., based in Pittsburgh, Pennsylvania, leads the hospitality industry in leveraging change by valuing human relationships and applying technology to solve business problems for people.

Incorporated in 1970, Aptech is a financial and operations technology solutions and service company whose products include state-of-the-art back office, business intelligence and enterprise planning products: Profitvue®, Execuvue®, Webvue® and Targetvue. Over 7,000 properties, including very large chains, multiple-property management companies and single-site hotels, utilize Aptech solutions to understand their financial and operational data. By offering the hotel industry a solid resource of hospitality professionals, and through its proven ability to evolve technology offerings as the market dictates, Aptech is proud to have earned 100% customer loyalty. Execuvue and Profitvue are registered trademarks and MyExecuvue® is registered to Aptech Computer Systems, Inc. All other trademarks are owned by their respective holders.