

Sentry Hospitality Installs Aptech ASP Centralized Accounting

Sentry Taps Profitvue and Webvue ASP Back Office Accounting Hosted by Aptech for Centralized Data Analysis, Real-time Financial Reporting to Support Growth

Pittsburgh, October 11, 2005 – Sentry Hospitality has implemented Aptech Computer System's Profitvue® and Webvue® ASP back office accounting systems to automate and centralize key financial reporting and analysis functions, Aptech announced today.

Manhattan-based Sentry is a privately-held company that develops and operates business destinations, conference centers, golf club resorts, lifestyle communities, entertainment attractions and next generation learning centers throughout the U.S.

The Profitvue and Webvue Internet accounting applications are remotely hosted by Aptech at its secure data center. Sentry executives access property operating data remotely for real-time financial control, flexible reporting and business analysis to build ownership profitability.

Tom Steinberg, CFO for Sentry Hospitality, said, "Sentry is rapidly acquiring assets; Aptech's Web-based applications let us bring properties online with standardized Sentry financials as fast as we add them into the group. I can oversee performance at our hotels anytime while I am traveling." In the coming months Sentry will add its four standalone conference centers and developing properties to the two hotels now using Profitvue and Webvue. "These applications are more than accounting systems; they provide analytical support that lets me judge the productivity of each property daily," Steinberg continued. "Aptech specializes in hospitality; I have a high comfort level with their hosting service because I do not have to worry about property-level data security, back-ups, or file server maintenance."

Cam Troutman, Aptech director of sales, said, "The industry's property consolidation trend is creating larger hotel groups, like Sentry, that require centralized, secure real-time financial systems to manage their assets. With the implementation of Profitvue and Webvue Sentry created consolidated and non-consolidated financials on a reliable remote database platform. They are using an encrypted Internet link to access the information 24 hours a day for greater management control."

Profitvue, used by over 500 properties, is a thin-client, Web-enabled hospitality back office solution that easily handles single or multi-property and multi-company accounting, and incorporates accounts payable, general ledger, budgeting, forecasting, and financials. Profitvue gives users open database compliance (ODBC) within a scaleable, client/server, open systems architecture. Profitvue is available as an ASP service or on a licensed basis.

Webvue is an extension of Profitvue that supports property accounting and reporting via the Internet. Webvue enables properties to quickly and easily send and access financial and statistical data and generate reports through its Internet or intranet site. Hotels can have real-time access to financials at any time, from any location. Webvue is fully secure and centrally controlled and expands to handle multiple property sites.

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 and Targetvue. Over 1,100 users, 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.

About Sentry Hospitality

One of the most progressive and dynamic, conference-class hospitality development and management companies in the country, Sentry Hospitality develops and/or operates unique, conference destinations of distinction, including four-star caliber and value-minded conference centers, golf club resorts, lifestyle communities, entertainment attractions and next generation learning centers throughout the U.S. Sentry's proven leadership, deep industry expertise, broad array of service solutions, customer-centric business approach and established elite partner network has contributed to its growing base of first-rate properties and satisfied customers.



Established in 1993, Manhattan, NY-based Sentry Hospitality is one of the most active developers and managers in the hospitality industry, providing end-to-end hospitality development and management solutions from conception to completion. Sentry Hospitality has an experienced, proven management team with a solid reputation among conference planners & conference resort users. Under the leadership of Mark Magarity, President and CEO, Sentry provides a robust suite of personalized business solutions designed to maximize shareholder value, increase revenues, decrease costs and enhance customer satisfaction.

Sentry Hospitality's projects include Riverwinds Golf and Conference Resort, Holiday Inn Select / Future Crowne Plaza, Niagara Falls (NY), Conference Center Niagara Falls (NY), Morgan Stanley Executive Conference Center (Purchase, NY), four Morgan Stanley Manhattan Conference Centers (NY, NY), Bald Head Island Resort (North Carolina), Saucon Creek Golf & Conference Resort (Lehigh Valley, PA); and Cal-Neva Resort and Spa.