



For Immediate Release

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Stark Service Solutions Reveals Hospitality Industry's Best Kept Secret with New Client, The Wyndham Phoenix

**Formula 10™ and Touch Systems™ earn continued praise as the industry's most
innovative customer satisfaction and training programs**

SCOTTSDALE, AZ, June 17, 2008 – Most hoteliers spend considerable time and money trying to find the right program to motivate employees to build a service oriented culture that will produce superior guest satisfaction and associate satisfaction ratings. Known internationally for having created the hospitality industry's most innovative programs to improve these specific areas, Stark Service Solutions announces the addition of yet another new and impressed client, The Wyndham Phoenix.

The Wyndham Phoenix joins Stark's impressive list of worldwide members and esteemed cliental representing a variety of high quality brands including: Hilton Hotels, W Hotels, Marriott Hotels and Resorts and well known independent properties such as The Wynfrey Hotel and The Vendue Inn.

"The reason our clients experience such dramatic and lasting results is the uniqueness of our program. It builds and supports a continual culture of professional hospitality. We do not provide "service training" in the form of standards, scripting, job function and other forms of industry "head" knowledge. Instead, we bring hospitality ALIVE in every single team member which is reflected in higher guest satisfaction. Our tools make supremely high associate and guest satisfaction possible, attainable and a reality for those who use them," commented Naomi Stark, President and Founder of Stark Service Solutions, LLC.

Stark Service Solutions can maximize your team's true potential with Formula 10™. Guest satisfaction scores have been raised in every hotel where it has been introduced. Often asked, "what exactly is it that you do?" Stark has found this can be as tricky to answer as it is simple. Steve Cohn, owner and Managing Director of The Wyndham Phoenix was also curious to the answer to this question and is now increasingly excited that he took the time to ask. Mr. Cohn stated: "This is one of those things where if you haven't personally experienced it, you would find it difficult to truly understand what a unique and innovative process they have created. It's much more than just training, it's inspirational...it's the ultimate answer to typical hospitality industry woes. I knew my staff would not be excited about another typical training program, but I literally watched as their genuine excitement grew with what they had learned and how they could implement it on the job. After the very first orientation workshop they knew this wasn't just another typical training program."

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During the first week of workshops, teams begin to pick up steam and with the momentum building, the process builds to an exciting Kickoff Party where every team member and manager admit to not having previously foreseen what their team could accomplish. In just a two week period, team members will unite and take the lead in driving professional hospitality. Director of Operations, Wally Pelton commented: "In the five years I've been here I've never seen excitement like this, in every department, in every team member."

An integral part of the Formula 10 and Touch Programs are their ability to tap into the potential of every team member. Guest Service Manager, Andrea Ramirez, comments: "I've been through numerous training programs but I've never experienced anything like this before. This program is revolutionizing the hospitality industry. As more teams are exposed to and experience Formula 10™ for themselves, it is sure to become the standard of the hospitality industry."

"Not only does Formula 10™ inspire team members, it is founded on a rock solid foundation of high hospitality standards, accountability and recognition. Team members not only learn what to say and what not to say but now understand **why**. It is the team member's interactions with guests that result in higher guest satisfaction ratings. We sink or swim when it comes to guest satisfaction ratings and loyalty by means of our associates. We now have the tools, capabilities, system and motivation to achieve perfect 10 ratings from every guest, thereby wowing them and securing a solid loyal customer base for our team and property." Comments Cynthia Heu, Human Resources Director.

Stark Vice President Jonathan Leet, comments: "As an Associate Trainer while Food & Beverage Director for Ritz Carlton and General Manager for Marriott Hotels, I've never experienced a program as powerful as Formula 10™. I thought I had seen it all and had already experienced the best training available. I now have discovered that Formula 10™ and the Touch System™ take hospitality to a level that's never been possible until now."

To discover your team's true potential, you need to experience Formula 10™. Make the decision to unite your team as one, dedicated to a common purpose: perfect 10 ratings by every single guest!

Stark Service Solutions, founded by entrepreneur Naomi Stark in 2002, is based in Scottsdale, Arizona. This privately owned and operated company is built upon a uniquely personalized approach to the hospitality business. SSS offers management skills development, guest and associate opinion surveys, guest and associate satisfaction development programs, recruiting services, motivational speakers, communication, accountability and recognition systems, such as the highly successful Touch System™. In 2007, a Food & Beverage Division to implement the highly successful F&B Wizards program was launched. This unique product will maximize F&B profits at no additional cost to your business. The company has also launched an online store, Stark Service Solutions' Motivational Marketplace, providing educational, motivational and recognition products for the service industry. Additionally, Stark publishes the popular monthly Hospitality Teaser articles which spotlight important aspects of developing customer service. In today's economic climate, these programs are literally an essential element to elevate your success to the next level. For additional information call toll free 1.866.281.5062 or locally (480) 614-1009. To visit the web site www.starkservicesolutions.com or www.starkmm.com.

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