



For Immediate Release

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Stark Service Solutions Announces Launch of Core Hospitality of the Month CLUB: Customers Love U Back!

Another great solution for the Educational & Motivational Training needs of the Hospitality Industry

SCOTTSDALE, AZ, March 4, 2008 -- Stark Service Solutions announces today the launching of their newest program – The Core Hospitality of the Month CLUB – for the ongoing training and guest satisfaction concerns of all hospitality industry management. This much needed resource features a 12-month program to achieve superior guest and associate satisfaction scores, and is surprisingly economical. The program offers the hospitality industry a great resource to continually enhance customer loyalty and repeat business. This results in enhanced profitability as well as a motivated staff that perfects their skills and gains insight into future career advancement.

Stark Service Solutions is the service industry's premier solutions provider of cutting edge programs to enhance customer loyalty through superior guest satisfaction and associate satisfaction ratings. Their services are already used in numerous hotels including such major brands as Hilton Hotels, W Hotels, Marriot and well-known Independents.

"This newest product introduction is in keeping with the Stark tradition to continually improve. Creating a service culture that is consistently excited and motivated to exceed their customer's needs is definitely our specialty. If you can stay ahead of this ongoing challenge, you will reap great rewards in motivated employees and increased bottom line profits." stated SSS President Naomi Stark.

Hoteliers are now invited to join The **CLUB: Customers Love U Back!** The CLUB is the answer to the hospitality industry's need for economical solutions for effective ongoing training and associate development. This annual program provides the tools needed to advance each of the 10 Core Hospitality Principles. When you join the CLUB, your team automatically receives a monthly Core Hospitality Principle kit. With the CLUB, you can meet and even exceed your 2008 guest satisfaction and loyalty rating goals! Hoteliers will receive an economical, enjoyable and highly impactful approach to developing associate's abilities and proficiency. In addition, this tool was created to benefit this sector of Stark's very popular and successful Formula 10™ program as a tool of its own, opening up opportunities for success for even more hoteliers. Customer Feedback has shown that the *Formula 10™ program, Theme Week™*, is especially a team favorite. It promotes team work throughout the hotel and practical application of Core Hospitality Principles and results are immediate and evident in associate morale and satisfaction. This in turn has a corresponding impact on the guest's experience, their satisfaction and loyalty ratings.

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One Guest Service manager, who has used the program describes his experience this way, *“My hotel went from a guest satisfaction score of mid- sevens out of ten to ranking in first place in the brand at a nine point zero. In the past, my property was in the habit of blaming low service scores on the age of the building and the lack of amenities we could offer. Now, we are aware that WE make the difference. The wheels started to turn and our hotel began to run like a fine tuned machine. This program has become the vein of my property. With its implementation, communication flows like a blood stream. If you are looking for results, I strongly suggest that you kick off your shoes and experience how Stark Service Solutions can make your team a perfect ten.” P. Sanders W Hotels*

Here’s how it works: Each month the property receives a Stark Hospitality Teaser article designed for operational managers and supervisors to effectively coach their teams. A special Team Challenge is included which focuses team members on specific activities that will directly benefit and advance your guest satisfaction ratings that month. Team building exercises are included that promote participation and engagement with one another and with guests.

The CLUB also includes a terrific full color vinyl banner announcing the core hospitality principle for the month to display at the associate entrance or cafeteria. Daily application points, thought bubbles and graphics all contribute to principle application and advancement as this outstanding visual communication tool reinforces the importance of each Core Hospitality Principle.

In addition to the monthly kits comprising a special edition of the Hospitality Teaser, Team Guest Satisfaction Challenge, Team building activities and the stellar vinyl banner, each month you also receive 25, 75 or 150 exclusive Stark Motivational Marketplace products that are perfect as gifts, give-a-ways and prizes for team members. These special promotional gifts are cleverly inscribed with sayings that relate to and drive home the importance of each principle. These products are uniquely customized to advance the daily application of each Core Hospitality Principle. For example, the kit for the principle of Telephone Etiquette includes computer mouse pads bearing the Do’s and Don’ts of Telephone Etiquette providing the perfect way to keep these high standards in front of your reservation agents, telephone operators and guest service agents at all times!

Rounding out the year long program, teams receive a double quantity (50, 150 or 300) of customized T-shirts bearing all ten Core Hospitality Principles:

1. Proper & Professional Presentation
2. Extreme Greetings
3. Staff Knowledge
4. Guest Name Recognition
5. Efficient & Professional Service
6. Guest Room Etiquette
7. Telephone Etiquette
8. Responsiveness of Staff
9. Anticipate Guest Needs
10. Exceed Guest Expectations

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The CLUB not only means your Customers Love U Back, it also means improved guest satisfaction and loyalty ratings while fostering increased team member engagement and satisfaction. This twelve month program is just what hotel teams need in developing all 10 Core Hospitality Principles in 2008. The CLUB is both cost effective and highly successful. Annual Club membership starts at only \$2,995.95 for the twelve month program of all ten Core Hospitality Kits including 300 promotional products for your team. These can be purchased along with other great products at Stark Service Solutions' online store, Motivational Marketplace, at: www.starkmm.com.

Stark Service Solutions, founded by entrepreneur Naomi L. 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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