

# ***Aston Villa FC's, Villa Park Stadium, selects MICROS 9700 Hospitality Management System***

**MICROS-Fidelio UK Ltd, a wholly-owned subsidiary of MICROS Systems, Inc. (NASDAQ:MCRS) and a leading provider of information technology solutions to the hospitality and retail industries, has partnered with Villa Park Stadium, home to premiership side Aston Villa FC, to implement MICROS 9700 Hospitality Management System (HMS) throughout the stadium's entire hospitality facilities.**

The fully integrated MICROS 9700 HMS solution will go fully live at Villa Park in January 2009 and will allow the venue's hospitality management team to streamline current processes including speeding up service to guests, improving overall levels of customer service and providing real-time business analysis for better decision making and reporting. MICROS 9700 HMS manages venue transaction activity, can produce up-to-the-minute customised reports in real-time, and allows multiple users to operate other software programs while the system is in use.

In addition, Villa Park's specific requirement for real-time, web-based reporting, allowing the Premiership ground to make quick critical business decisions, is being made possible by the implementation of MICROS' mymicros.net business intelligence portal. Accessed via a web browser, the mymicros.net content rich Internet portal includes access to hosted applications for point-of-sale, back-office, data warehousing, business intelligence, and other business applications and content, creating the next-generation model of stadium enterprise systems.

MICROS OPERA Sales & Catering will manage the conference and banqueting requirements within the stadium. OPERA Sales & Catering's advanced customer relationship management tools will allow Villa Park to launch and monitor targeted marketing campaigns as well as utilise unrivalled business intelligence capabilities, resulting in improved levels of service and reporting.

"We require a hospitality management solution that is proven within the stadium marketplace and which can grow as we plan to grow our hospitality business," states Alison Plant, Villa Park Stadium. "MICROS have the technology and the experience to help us improve our overall visitor experience and increase our hospitality sales."

"We are delighted to be partnering with the Villa Park Stadium," states Matthew Prosser, Strategic Sales Manager, MICROS-Fidelio UK Ltd. "By implementing a

totally integrated stadium solution, we will aid Aston Villa in maximising its hospitality sales throughout all of its stadium hospitality outlets.”

For more information on MICROS-Fidelio and its advanced information technology solutions for the hospitality industry, please contact a member of our sales team today on 01753 536 969, alternatively you can send an email to [mfuksales@micros.com](mailto:mfuksales@micros.com) or log on to [www.micros-fidelio.co.uk](http://www.micros-fidelio.co.uk)

#### ***About Villa Park Stadium***

Villa Park stadium, home of Aston Villa Football Club, has undergone significant improvements to ensure that its facilities are among the finest in the Midlands. With its central location, less than two miles from the M6, it benefits from over 1,000 free car parking spaces. The venue offers a variety of hospitality packages and match-day sponsorship opportunities, along with excellent facilities for a special function or business event. Aston Villa has a wide range of suites and meeting rooms suitable for conferences, with a mix of historic features and contemporary facilities.’

#### ***About MICROS-Fidelio UK Ltd***

MICROS-Fidelio UK Ltd, is a wholly-owned subsidiary of MICROS Systems, Inc., which provides enterprise applications for the hospitality and retail industries worldwide. Over 220,000 MICROS systems are currently installed in table and quick service restaurants, hotels, stadiums, casinos, leisure and entertainment, and retail operations in more than 130 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 20,000 hotels worldwide, as well as point-of-sale and loss prevention products through its subsidiary Datavantage for more than 50,000 specialty retail stores worldwide. MICROS stock is traded through NASDAQ under the symbol MCRS.