



For Immediate Release...

INDUSTRY NEWS

July 25, 2008

*For more information, contact Sharon Drechsler
Sharon@drechslercommunications.com
Sharon's telephone number is (602) 370-2003*

CELEBRITY MAKES MAJOR PURCHASE OF SPI SOFTWARE

Miami, Florida – To accommodate recent growth and plans for expansion, [Celebrity Resorts](#) recently purchased [Systems Products International \(SPI\)](#)'s Orange Systems vacation ownership enterprise software suite. The SPI software will replace the legacy software from Resort Computer Corporation (RCC).

Matt Brosious, SPI director of sales, adds, "Celebrity Resorts is making a substantial investment in SPI Orange Systems Enterprise Software Suite. Many other major companies use SPI as a departmental solution for Sales, Reservations, Marketing, Dues/Loans accounting and so forth. Celebrity Resorts will be implementing all SPI modules on an

integrated enterprise-wide basis and therefore represents one of the most important deals yet for SPI."

Chief Operating Officer of Celebrity Resorts C. Craig Lewis says, "We were extremely impressed with SPI's Orange Systems enterprise suite. The software is complete and easy to use, and its functionality will assist us in streamlining operations in our growing company. We were also pleased that our financial investment in the software affords us the convenience of being able to adapt the technology to truly fit our changing needs."

For Scott D. Zane, Sr. Director of Support Services/IMS at Celebrity Resorts, it was all about the technology and flexibility. "With SPI's Orange Systems software, we can meet many of our needs out of the box with a superior technology platform," says Zane. "More importantly, SPI is an open system and having the ability to modify forms and reports, even develop new functions within SPI as our business evolves, was a primary consideration for our decision."

About Celebrity Resorts

Founded in 1979, Celebrity Resorts has developed and managed numerous successful timeshare projects throughout the nation and in the Caribbean. The company is headquartered in Orlando, Florida, and currently has 16 resorts in six states, conducts business in more than 30 states, provides vacation services for more than 80,000 families on an annual basis, and has an extensive growth plan that includes adding resorts and project management properties to its portfolio in the near future. For more information about Celebrity Resorts, please visit www.celebrityresorts.com.

About SPI

SPI provides major developers of vacation ownership (timeshare, fractional, private residence club and others) with its .NET-based software as either an enterprise suite of software called Orange Systems, or in specific modules to handle marketing, sales, property management, finance, maintenance fee and receivables servicing, centralized reservations or Website access operations. Founded in 1978 and based in Miami, FL, SPI can be reached at 305-858-9505, sales@spiinc.com or www.spiinc.com.

Media Contact for SPI:

Sharon B. Drechsler, Sharon@drechslercommunications.com

(602) 370-2003