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## **Alrov Selects MICROS Technology Exclusively for All of Its Luxury Hotels**

*All MICROS technology will be hosted in the MICROS Data Center located in Frankfurt, Germany*

**Tel-Aviv, Israel** – September 1, 2011—MICROS Systems, Inc. (NASDAQ:MCRS), a leading provider of information technology solutions for the hospitality and retail industries, is delighted to announce that Alrov Properties & Lodging Ltd. has selected MICROS technology for all of its hotels located in Europe and Israel. Alrov will implement the MICROS OPERA Enterprise Solution, including property management, sales and catering, and reservations, in all of its properties by 2013. The stunning Conservatorium Hotel Amsterdam will kick off the project in the fall of 2011. MICROS will host its advanced solutions for Alrov in its data center located in Frankfurt, Germany.

Alrov sets new standards for luxury as a developer, owner, and operator of exclusive lifestyle hotels whose architecture and design, superior service, and prime locations attract attention from around the world. In order to expand its network of hotels, Alrov chose the comprehensive MICROS OPERA Enterprise hotel management software to help standardize its hospitality strategy across its enterprise and support its ability for international expansion.

“After a thorough evaluation, we concluded that MICROS offers the best technology to help improve our operations, increase reservations, and meet the expectations of the most demanding travelers,” stated, Ronen Yarden, Head of Development for Alrov. “The advanced architecture of MICROS solutions will allow Alrov to expand easily and incorporate new technologies to support a superior guest experience.”

“We are pleased to strengthen and expand our partnership with Alrov Properties as it standardizes its technology across its enterprise,” stated Kaweh Niroomand, President MICROS-Fidelio EAME. “MICROS offers the most comprehensive solutions available in the market, with reliable local service and support. We look forward to supporting Alrov as it expands internationally.”

### **About Alrov Properties & Lodging Ltd.**

Alrov Luxury Hotels is a leading collection of hotels that provides a refined, proficient and personal hospitality experience. The hotels combine prime locations, unique heritage, luxurious design and contemporary environments for international and local communities.

### **About MICROS-FIDELIO GmbH**

MICROS-FIDELIO GmbH in the EAME region is a wholly-owned subsidiary of MICROS Systems, Inc., which provides enterprise applications for the hospitality and retail industries worldwide. Over 330,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 160 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 26,000 hotels worldwide, as well as point-of-sale, loss prevention, and cross-channel functionality through its MICROS-Retail division for more than 100,000 retail stores worldwide.

For more information on MICROS-FIDELIO GmbH and its advanced information technology solutions for the hospitality industry, please contact your local Account Manager.

More information on [www.micros-fidelio.eu](http://www.micros-fidelio.eu) or contact:

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