Crescent SYSTEMS

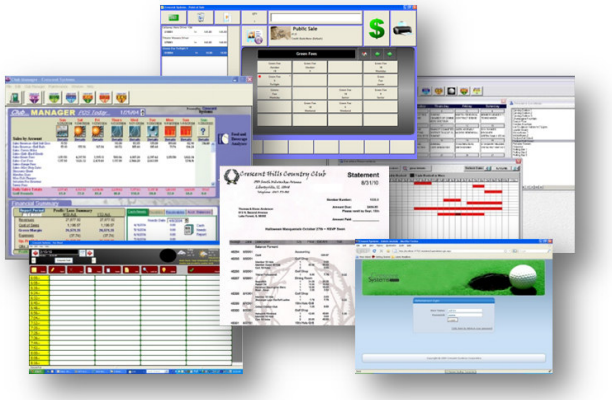
THE ULTIMATE CLUB MANAGEMENT SYSTEM

At Crescent Systems we design, build and implement integrated club, resort and reservation management software.

We provide solutions for all segments of the daily fee, municipal, resort and private club segments including golf & country, city, yacht, athletic, alumni and destination resort clubs.

A Better Customer Experience

Get peace-of mind with a customer-driven partner who understands your business



DEPENDABLE SOFTWARE

With our management-led focus on delivering exceptional customer experiences, Crescent has established and sustained a reputation as a high-quality software provider with outstanding customer service and support.

POWERFUL SOLUTIONS MADE SIMPLE

We focus on providing efficient technology and making the complex solution a simple implementation. The intuitive, easy-to-use system has made it a leader in delivering a comprehensive, real-time business system for both client-server installations and online web access.

CRESCENT USERS

"The system is already bringing a return on investment to the service and records of our Club."

Ethan Allen Club,
Burlington VT
Client since 2006

"I knew this was the wisest investment we have ever made … I am completely spoiled."

Northgate Country Club,
Houston, TX
Client since 1999

"Whenever we need help, we call and they are there to immediately assist us. Their reports are very useful and detailed...I would strongly recommend Crescent Systems for your future needs!"

Baiting Hollow Country Club,
Long Island, NY
Client since 2001

THE CRESCENT COMMITMENT

"Our Guarantee to You…

Your total satisfaction with the performance of our software, training and exceptional customer service or your money back. We guarantee this in our Licensing Agreement. It's that simple. We look forward to earning your business."

E. Neal Trogdon
President and CEO

Providing a better customer experience for clients in 47 states and abroad since 1996

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Crescent SYSTEMS

YOUR KEYS TO THE CRESCENT WAY

CRESCENT REACH

PRIVATE MEMBER CLUBS

Country Clubs
Golf Clubs
Yacht Clubs
Athletic Clubs
City Clubs
University Clubs
Alumni Clubs

MANAGEMENT COMPANIES

Private Clubs
Semi-Private Clubs

MUNICIPAL / COUNTY

Golf Facilities
Athletic and Aquatic Facilities
Parks and Recreation

RESORTS

Destination Resorts
Golf Resorts
Spa Resorts

RESIDENTIAL

Private Clubs
Semi-Private Clubs

PUBLIC

Public Golf Courses
Learning Centers

Use Software Tools Tailored to Help You Manage Your Business Efficiently

Trust your business software needs to the company that works with customer focus groups to develop relevant products and engineer tomorrow's products today.

Eliminate Data Silos and Get Answers with Truly Integrated Software

Create holistic views of your business, financial performance, club usage, member/guest demographics, and trend forecasting with this truly integrated software.

Create Personalized Communications with Members and Guests

Put your data to work with messaging to your members and guests to increase response rates, ROI and create customer engagement and retention.

Generate Reports Providing Maximum Information from Minimal Input

The Crescent database system includes an enterprise-class reporting engine used by over 60% of F1000 companies world-wide. In addition, Crescent provides hundreds of pre-built reports out-of-the-box.

Partner with the Industry's Most Knowledgeable Staff

On average Crescent employees have over eight years experience with the company (vs. the industry average of just two). Crescent's mission is to understand your business needs to "get it right before we develop — not after we deliver".

Shield Your Business from Costly Disruptions

Crescent's unique system architecture provides multi-location sites with optimal business continuity protection. Run your diversified business with Crescent's database replication feature to keep the system-wide, integrated database in sync at all times.

Innovative Pricing — Providing Options That Make Sense for Today

Take advantage of the unique pricing options to get you started on Crescent. Choose from either the traditional client-server software licensing or inquire about our new "pay-as-you-go" option, which can substantially lower your initial investment.

Get Peace of Mind

What customers want most is "peace-of-mind". Crescent is a battle-tested solution with hundreds of satisfied customers in premier club facilities around the world.

You can trust your business to Crescent.

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Crescent SYSTEMS

DELIVERING ALL THE RIGHT SOLUTIONS

CRESCENT SOLUTIONS

USABILITY

Intuitive screen design

Simple menu-driven navigation

Easy-to-learn, easy-to-use

MEMBERSHIP

Member and guest tracking

Parent / Child Account set-up

Multi-Level Account Management

Auto Dues and Fees Management

Comprehensive Demographics

POINT-OF-SALE

Touch-screen Technology

Designed for Rapid Entry

Minimums and Preferences

Check Splitting and Transfers

Real-time Link to Inventory

Integration with Reservations

ACTIVITY SCHEDULING

Easy-to-Use for any Staff Level

Tee-time / Court Set-up Module

Time Block Management

Integrated with POS Terminal

Online Reservations Management

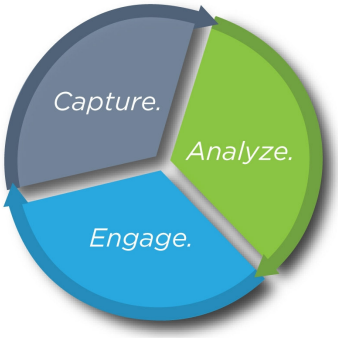
Play Statistics Available Anytime

SECURITY

Password-protected Accounts

Levels of User Authorization

Managerial Overrides at POS



Seamless Integration Across Your Business

The Crescent software suite enables total integration of business data for one or multiple sites. The individual software modules can be bundled together to create seamless functionality across all areas of your club.

Real-time Information for Timely Decisions

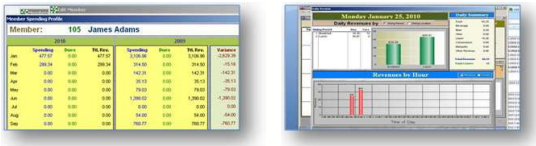
Crescent software manages and processes your data in real-time to provide immediate on-screen or mobile access to information for your staff, management and customers.

CREATE THE PACKAGE THAT FITS YOUR NEEDS

Capture. Collect your valuable data accurately, efficiently, and with timeliness.

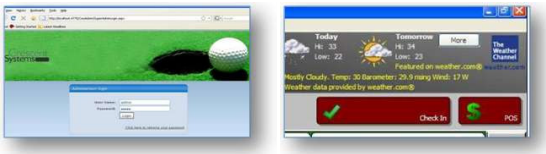
- Membership Management & Demographics
- Fine Dining POS with Kitchen Order Management
- Retail POS for Shops, Bar and Grill Operations
- Inventory Control & Yield Management
- Tee-sheet and Activity Reservation Management
- Event and Banquet Management
- Integrated Credit Card and Gift Card Management
- Credit Book and Certificates/Rewards Management
- Time Clock, Time Manager and Payroll Management
- Full Accounting Management Suite

Analyze. Understand your business today for better decision-making tomorrow.



- SQL-powered, Predictive Business Intelligence
- On-screen Dashboards with Graphical Analysis
- Consolidated Reports with Drill-down
- Management Alerts (in development)
- Accounts Receivable and Statement Billing
- Accounts Payable and Purchasing Management
- GL, Financial Reporting and Budget Management

Engage. Understand and provide what's important to your customers.



- Internet Email / Campaigns
- Online Reservations for Activities and Tee-times
- Loyalty Rewards and e-Commerce
- Online Account Access for Member Self-Service
- Recommendation Engines (in development)
- Customizable Member Alerts (in development)

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System Facts, Features and Benefits

Delivery Type	*Client/server and online services*	Crescent client/server software runs on multiple Microsoft Operating Systems and internet browsers for web services
Price Structure	*Software license or Pay-as-you-go*	Traditional client/server pricing or annual payments; both provide predictable, value-based and affordable ROI
Training	*3-5 days for most clients*	Conducted from your location, remotely from our Chicago office or a combination of both
On-going Support	*Yes. 24/7/365*	Live person during business hours and 30 minute call-back during non-business hours from US-based professionals
Role/User Permission Controls	*Yes*	Supports any organizational role structure desired
Customizable User Menus	*Yes*	Secure user logins manage allowable menu options
Functional Scalability	*Yes, via add-on modules*	Install what you need now; add on modules later via plug-n-play technology
Enterprise Business Applications	*Yes, implement for your needs*	Combine modules for Membership, Accounting (GL/AP/AR), Retail POS, Inventory Control and Purchase Orders, Fine Dining POS, Events, Tee-times, Online Reservations, Time Clock, Payroll (Paymate software), Yield Management, Email Marketing, Online portals, Remote access and more
System Integration	*Yes, 100%*	The underlying relational SQL database ensures total and complete data and system integration
Multiple Site Integration	*Yes, with real-time sync (optional)*	Bring on new locations within your company overnight with new real-time syncing allowing central company oversight with local site management capability
Reporting	*Pre-built & custom*	System comes with hundreds of pre-built reports out-of-the-box with on-screen drill-down capability
Output Format	*Multiple*	Standard on-screen report viewing and output to text, spreadsheet (Excel) and pdf file formats
Interface Support	*Yes, multiple*	Where appropriate, continue with your preferred 3rd party programs by using Crescent's suite of export/import programs for accounting, payroll and online booking engines
Document Management	*Yes*	Attach and store multiple document formats to data records inside Crescent for safekeeping and quick retrieval
Attach Photos	*Yes*	Easily attach, display and maintain pictures of your customers
Printers, Scanners and Card Swipe	*Yes, multiple*	Crescent software is compatible with commonly used hospitality industry peripheral units for kitchen and admin areas
Touch Screen Technology	*Yes*	POS interaction screens are specifically designed for rapid entry and ease-of-use with all touch-screen manufacturers
Credit Card Integration	*Yes, optional*	Utiilizes Payware suite of products from Verifone
Gift Cards, Gift Certificates and Loyalty Rewards	*Yes, optional*	Programs 100% managed within Crescent software with no 3rd party process or software required
Credit Books and Packages	*Yes, optional*	Manage credit books and packages effortlessly at the POS
Online Web Services	*Yes, available with more functionality coming soon*	Provide your customers self serve, online access to their account information and create their virtual online club
PCI Compliant	*Yes*	Crescent provides all customers with audited and PCI compliant software upgrades at no additional charge

ABOUT CRESCENT

Founded in 1996 with world headquarters just north of Chicago, Crescent Systems has several hundred clients throughout the US and abroad. Crescent has established and sustained its reputation as a high quality software provider with outstanding customer service. Unique in the industry as the only former owner/manager of member-based clubs, Crescent now focuses its expertise exclusively on providing efficient technology solutions and making the complex solution a simple implementation. Crescent's intuitive and easy-to-use system has made it a leader in integrated, real-time business systems for both client-server and online web-services.

Call us today at (888) 487-9011 for your product demo.

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