



## Press Release

### Hyatt Regency Woodfield Chooses SuiteLinq's™ In-Room Digital Entertainment Solution

Exton, PA (November 25, 2008) – The Hyatt Regency Woodfield, located in Schaumburg, Illinois, has selected SuiteLinq, Inc. to deploy its digital entertainment solution in all of the property's 470 rooms. SuiteLinq, a provider of broadband and on-demand solutions for hospitality and extended-stay environments, will be deploying its **SuiteCast™** and **SuiteVOD™** services, with the goal of creating a truly home-like experience in each guest room. The combined solution provides free TV channels and a variety of Video-On-Demand content, delivered in standard and high definition, on 37" and 42" Sharp LCD HD televisions.

According to Jim Gould, GM of The Hyatt Regency Woodfield, the decision to deploy SuiteLinq's solution is part of the property's continuing efforts to be totally customer centric. "It is clear that guests are now ahead of the hospitality industry in terms of their digital entertainment expectations. At home, most of them have hundreds of TV channels, including high-definition ones, as well as access to Video-On-Demand services," states Gould. "But too many other properties are content to give guests an antiquated in-room video entertainment service that contributes nothing to the guest experience. That simply won't do for our customers. Our property and The Hyatt brand are all about creating memorable, personalized experiences that generate true customer satisfaction and guest loyalty. We've realized that solutions like **SuiteCast** and **SuiteVOD** are quite simply mandatory. Guests are demanding them and we are listening," he states.

Amidst a challenging economic environment, Joseph Mustilli, SuiteLinq's CEO, actually sees a growing need for integrated guest room digital solutions like those offered by SuiteLinq. "As consumers become more discerning about their travel behavior and purchases, it is critical that properties differentiate themselves from their competitors. SuiteLinq provides a very powerful 'suite' of services designed to make an impact on guests by creating an in-room environment that is just like home – only better. The net effect is that guests check-out with a positive memory of their stay and a stronger intent to return. We are proud to add The Hyatt Regency Woodfield to our expanding list of clients."

For more information about SuiteLinq, contact Darrin Davis at 703-953-2624, or via email at [ddavis@suitelinq.com](mailto:ddavis@suitelinq.com)



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### About SuiteLinq:

SuiteLinq, Inc. serves the needs of the hospitality and extended stay industries by providing integrated, on-demand entertainment and business productivity solutions that deliver The Ultimate In-Room Experience for guests and new revenue streams for property owners. SuiteLinq's core service offering is **eRoomsuite™**, comprised of turn-key components that can be installed individually or as a package:

**SuiteLinq™** – A customized portal running on an in-room computer with high-speed Internet offering a variety of interactive guest services, free content, and pay-per-access features and entertainment

**SuiteCast™** – Free-to-guest broadcast and cable TV channels

**SuiteVOD™** – Hollywood movies, informational programs, and a variety of pay-per-view Video-On-Demand content delivered in standard and high-definition formats

Property owners choose from several financial models offering no up-front installation fees, significant guest-revenue sharing plans, full staff training, and 24/7 technical support. Video delivery options include a choice of large screen flat panel LCD's or Plasma TV's for a superb high-definition viewing experience. **eRoomsuite** is delivered via alliances with world-class technology and support companies that include Microsoft and Hewlett-Packard. Corporate headquarters are located in Exton, PA. For more information, visit: [www.suitelinq.com](http://www.suitelinq.com)

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