



Press Release

Lorien Hotel & Spa Selects SuiteLinq's™ Property-Wide Digital Solution

Exton, PA (May 27, 2009) – Lorien Hotel & Spa, Kimpton Hotels & Restaurants' newest hotel, owned and developed by the DSF Group, is now welcoming new guests with innovative entertainment and connectivity services from SuiteLinq, Inc. Located in the heart of Alexandria, Virginia's, historic Old Town, Lorien Hotel & Spa features impeccable design throughout, creating an environment that is reflective of the past and grounded in modern sensibilities. SuiteLinq, located in Exton, Pennsylvania, is a provider of multimedia interactive, broadband, and on-demand solutions for hospitality and extended-stay environments.

Guests at the Lorien can enjoy video entertainment via **SuiteCast™** and **SuiteVOD™** on the 42" flat screen televisions in their room. These services provide free TV channels and a variety of premium Video-On-Demand content delivered in standard and high definition formats.

Each room is also equipped with the **SuiteLinq™** desktop service – a customized thin-client computer running a branded interactive portal, free of charge. This easy-to-use web-based service provides a modern means for guests to engage with the hotel, the adjacent restaurant, BRABO by Robert Wiedmaier, the Lorien Spa, and other on-site amenities. Guests using **SuiteLinq** have access to local guides, on-demand entertainment, Microsoft Office® software, and an array of embedded Microsoft services, including Live Search. The SuiteLinq desktop makes life easier on the road for the business traveler who needs to stay connected.

Throughout the property, guests and visitors using their laptop can go online at no charge using SuiteLinq's wireless broadband network, provided by Superclick, Inc. Users of this service can also access a version of the **SuiteLinq** interactive portal as well.

According to Kris Singleton, Vice President Technology and Chief Information Officer for Kimpton, the need for integrated digital service providers in the hospitality sector is growing in concert with economic pressures. "In a challenging economy like this one, our guests are looking for maximum value for their dollar. Increasingly, that value creation involves the digital amenities that SuiteLinq provides." Singleton states, "At all Kimpton Hotels & Restaurants'



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properties, there is a complete focus on creating a memorable guest stay. SuiteLinq's services are the perfect complement to the environment we strive to create. Their innovative solution makes sense for our guests and ultimately for our bottom line."

Superclick Inc.'s CEO, Sandro Natale, adds that, "Being a part of this integrated digital ecosystem enables all of us to bring a new level of value to hotel guests – one that has a demonstrated revenue benefit to our hotel customers."

SuiteLinq's President, Craig Ziegler, states that, "Lorien Hotel & Spa is the latest of several Kimpton properties slated to deploy our comprehensive hospitality ecosystem. They are fully embracing the in-room, on-site marketing potential of the service, which obviously is key to proving ROI. This property is part of a larger joint initiative with Microsoft and other partners to deliver truly integrated digital solutions to the industry with maximum cost efficiency. The idea is to use these varied digital platforms to elevate the guest experience to unheard of levels while benefiting the hotel's bottom line."

For more information about SuiteLinq, contact Darrin Davis, Vice President of Sales, at 703-953-2624, or via email at ddavis@suitelinq.com

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

SuiteLinq is part of a group of industry innovators including Microsoft and EDS, an HP company, that deliver a comprehensive "ecosystem" of integrated technologies and digital services to the hospitality vertical. Corporate



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headquarters are located in Exton, PA. For more information, visit:
www.suitelinq.com

About Superclick, Inc.

Superclick, Inc. (OTC BB:SPCK.OB - News), through its wholly owned, Montreal-based subsidiary Superclick Networks, Inc., develops, manufactures, markets and supports the Superclick Internet Management System (SIMS™), Monitoring and Management Application (MAMA™) and Media Distribution System (MDS™) in worldwide hospitality, conference center and event, multi-tenant unit (MTU) and university markets. Current clients include MTU residences and Candlewood Suites®, Crowne Plaza®, Fairmont Hotels and Resorts®, Four Seasons Hotels and Resorts®, Four Points by Sheraton®, InterContinental Hotels Group PLC®, Hilton®, Holiday Inn®, Holiday Inn Express®, Hampton Inn®, Mandarin Oriental Hotel Group®, Marriott®, Novotel®, Radisson®, Sheraton®, Westin® and Wyndham® hotels in Canada, the Caribbean and the United States.

About DSF

The award winning DSF Group is a private real estate company making value added investments in multifamily and commercial properties, primarily in the high growth Northeast Corridor, between Washington D.C. and Boston. With over \$1.5 billion invested in 4 million square feet since 2000, The DSF Group has quietly become one of the most successful private real estate investment firms in the country. For more information, please visit www.thedsfgroup.com

About KIMPTON

San Francisco-based Kimpton Hotels & Restaurants, a collection of boutique hotels and chef-driven restaurants in the US and Canada, is an acknowledged industry pioneer and was the first to bring the boutique hotel concept to America. Founded in 1981 by Bill Kimpton, the company is well-known for making travelers feel welcomed and comfortable while away from home through intuitive and unscripted customer care, stylish ambience and having a certain playfulness in its approach to programs and amenities. Each hotel provides a range of exciting culinary experiences through affiliated, top-rated, destination chef-driven restaurants. Kimpton leads the hospitality industry in ecological practices through its innovative EarthCare programs that span all hotels and restaurants. Privately held Kimpton has consistently earned the highest ranking customer satisfaction scores by the Market Metrix Hospitality Index, exceeding all other hotel companies including those in luxury and upscale segments. Among the company's newest properties are Lorien Hotel & Spa and restaurants BRABO by



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Robert Wiedmaier and BRABO Tasting Room in Alexandria, VA, which opened in February 2009. Currently, projects are underway in New York City, Philadelphia, Atlanta, Baltimore and Chicago. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.