



Press Release

SuiteLinq™ President Craig Ziegler Featured Speaker at Microsoft Global Exchange

Exton, PA (July 30, 2009) – SuiteLinq, Inc.'s President, Craig Ziegler, was one of the featured presenters at the Microsoft Global Exchange last week in Atlanta, GA. The Microsoft Global Exchange (MGX) is the company's primary event for internal non-technical sales and marketing professionals from around the world. The main goals of the event are to communicate Microsoft's strategy and priorities for the upcoming year through executive keynotes and targeted attendee breakout sessions, to recognize exceptional performance of its employees and celebrate key successes from the past year, and to instill a sense of excitement and pride in working for Microsoft.

Ziegler was first featured during the Global General Manager's Keynote Session, presenting to an on-site and online audience of over 280 key Microsoft executives – one of the highest rated sessions of the conference. Additionally, Ziegler joined Microsoft team members to present within the session entitled "Digital Marketing: Just the Beginning". His presentations focused on the hospitality vertical, highlighting the innovative digital content and marketing programs now happening as part of SuiteLinq's joint initiative with Microsoft's Hospitality Group. These efforts are enabling hoteliers to integrate multimedia interactive platforms and enterprise data systems to increase guest satisfaction and loyalty rates while giving hoteliers new revenue generation opportunities.

Ziegler states, "The invitation to present SuiteLinq's solutions at this event was truly an honor and reflects the great working relationship we have built with Microsoft over the years. It was a great opportunity to address such an impressive audience."

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 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



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

SuiteLinq™ Mobile – Connect with guests before, during, and after their stay to drive deeper engagement, promotions, and new commerce opportunities

Microsoft Surface™ – Multi-touch interactive tables that enhance concierge services and on-site commerce

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