



## Press Release

### **SuiteLinq™ to Partner with Superclick for In-Room Hospitality Technology Product Development**

Exton, PA (June 12, 2008) – Two leading innovators in the hospitality technology space are teaming up to capitalize on the strengths of both companies in order to meet an urgent industry need. SuiteLinq, Inc. specializes in creating a truly home-like in-room experience by delivering a variety of interactive, on-demand, and digital video services that hotel guests love. Superclick, Inc. is a provider of Internet access management solutions that help hotels more efficiently deploy cost-effective, efficient, and reliable Internet service with greatly reduced operational and support issues. The two companies have developed a formal working relationship with the objective of exploiting the natural synergies between them to deliver a truly comprehensive portfolio of services for the hospitality industry.

As the hospitality industry evolves and adjusts to new customer expectations regarding technology on-site and in the guest room, integrated solutions are becoming essential. While guests now expect a wide variety of high-quality digital connectivity and content offerings during their stay, property owners know that keeping up with this demand necessitates streamlined management and demonstrable ROI. The complexity of dealing with multiple vendors for Internet access, television, laptop connectivity, VOD, and more is a hindrance to many hotel operators; one that is costing them in terms unmet guest expectations and lost revenue. This new partnership between SuiteLinq and Superclick aims to fill this void.

SuiteLinq's CEO, Joseph Mustilli, states that, "Collectively, we've talked to hundreds of hotel operators and they all share a common challenge: keeping up with guest-facing technology. Specifically, the demand for a variety of on-site and in-room digital services is growing faster than the hotel's ability to deploy and maintain them. It's an issue of too many single-service providers who are not capable of delivering a comprehensive solution that is dynamic and cost-justifiable for the long term. Our partnership with Superclick unites two complementary solution providers working toward the common goal of meeting this market need."

Sandro Natale, Superclick's CEO and Co-Founder, believes that the working relationship between the two companies is a natural fit, stating, "Superclick has proven, viable solutions for on-site Internet access management that make sense



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for laptop users, which still represent a major part of the market. SuiteLinq is defining the new paradigm for the digital in-room experience where multimedia interactive and on-demand services are mandatory. The synergies between us are fairly obvious. The solution set we can deliver by working together will be very compelling and relevant for the future of the industry.”

### **About Superclick:**

Superclick, Inc. is a leading provider of Internet Access Management Solutions to the hospitality, multi-tenant unit, education, and healthcare markets. Through its proprietary application Superclick Internet Management Server, Superclick is dedicated to meeting the business needs of its customers by providing them with cost-effective, reliable and network-efficient internet access in both wired and wireless environments. Our SIMS platform for the wired and wireless HSIA environment offers you more manageability, greater transparency and better overall service to your guests. Fewer guest calls. More guest satisfaction. Superclick is headquartered in Montreal, Quebec, Canada with US offices located in Atlanta, GA.

For more information, visit: [www.superclick.com](http://www.superclick.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

Property owners choose from several financial models offering no up-front installation fees, significant guest-revenue sharing plans, full staff training, and



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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. **eRoom***suite* is delivered via alliances with world-class technology and support companies that include Microsoft and Hewlett-Packard. Corporate headquarters are located in Exton, PA, with sales offices in Denver, CO, and Baltimore, MD.

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

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