



PRESS RELEASE

Boston's The Colonnade Hotel and iBAHN Partner to Provide Travelers with World Class Digital Entertainment & Information Capabilities

*ETVi -- Successfully Proven in Four- and Five-Star Properties in Europe, Asia and Africa – Sees
Its First U.S. Hotel Installation in The Colonnade Hotel*

Salt Lake City (May 29, 2009) – iBAHN, the worldwide leader in Internet solutions and digital information and entertainment systems for the hospitality and meeting industries, announced today that it has installed its innovative and all-digital IPTV solution, ETVi, at The Colonnade Hotel in Boston. The Colonnade Hotel is part of the Preferred Hotel Group, and iBAHN is a member of the prestigious Preferred Partners program. With the goal of providing its guests with the most innovative and user-friendly technology experience, the 278-room property took the opportunity of a recent \$20 million renovation to change its high-speed Internet access provider as well, making iBAHN its partner for both HSIA and IPTV services. This installation is iBAHN's first US deployment of its proprietary all-IP ETVi system.

"We are truly honored to be The Colonnade Hotel's choice for their digital entertainment and information solution," notes Gregory G. Hodges, iBAHN's president. "Our focus has always been to bring the most innovative technologies to our hotel partners to help them differentiate their properties, drive revenue, and build strong guest loyalty."

The ETVi system at The Colonnade Hotel provides its premium video-on-demand movie content from Starz in 100% high definition (HD), along with 38 fully HD free-to-guest channels for discerning guests. Unlike any other available solution, iBAHN's ETVi solution is the only true end-to-end digital guest entertainment and information system, providing the hotel guest with a fully HD/all digital experience. ETVi is exceptionally customizable to meet the needs of individual hotels, and features capabilities including hotel logo display, in-room guest greeting screens, local content, hotel information and guest services information.

"We're delighted to be the first U.S. hotel to employ this system," said David Colella, vice president and managing director, The Colonnade Hotel. "The recent reinvention of The Colonnade Hotel has been characterized by the use of innovation in renovation – all designed to enhance the guest experience and have them experience the kind of quality they'd want in their own homes. The ETVi system meets that goal."

Additionally, ETVi brings to the guest the only truly interactive hotel channel, using HD videos to promote the unique services and amenities provided by The Colonnade Hotel, such as restaurant reservations, transportation services, fitness center facilities, and more. This important feature is



designed to drive additional revenue. The system's dynamic guest messaging capability permits easy and unobtrusive interaction and communication between the hotel staff and its guests.

About iBAHN

iBAHN is the only global provider of digital entertainment and Internet solutions for the hospitality and meeting industries. Monthly, more than 1.8 million travellers and meeting attendees rely on iBAHN to increase productivity with secure high-speed Internet access options in more than 2,200 hotels, conference centers and meeting spaces in 31 countries worldwide. iBAHN's digital entertainment offering, ETVi, offers hotel guests leading digital video and entertainment services. Operating one of the largest MPLS networks in the industry, the company provides technology solutions to more than 50,000 events annually, ranging from small group meetings to major industry conferences, while serving more than a third of Fortune 100 corporations. For more information, please visit www.ibahn.com.

About The Colonnade Hotel

The Colonnade Hotel has provided genuine Bostonian hospitality to residents and visitors for more than 37 years. A beloved Back Bay landmark whose opening launched the neighborhood's renaissance in the early Seventies, The Colonnade is home to the city's only roof top pool, to the award-winning Brasserie JO, and to a host of recently remodeled function rooms and the hotel's grand ballroom, providing the setting for many of the city's memorable business and social events. The Colonnade is within walking distance of Newbury Street and many of Boston's finest shops, museums, galleries, and landmarks including Hynes Convention Center, Symphony Hall and Fenway Park and is located just minutes from Logan International Airport. It is a member of Summit Hotels & Resorts and Concorde Hotels. For more information or to make reservations please call 1 (800) 962.3030 or visit www.colonnadehotel.com or www.preferredhotelgroup.com.

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