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Contact: Jags Patel
ConnectedHotel
President & CEO
866-359-6268
817-287-6200

jags@connectedhotel.com
www.connectedhotel.com

Best Western Park Suites Hotel in Plano Gives ConnectedHotel High Speed Internet Access Free to Guests

PLANO, TEXAS (March 13, 2003) — Totally free High Speed Internet Access (HSIA) is a new amenity included with every room at The Best Western Park Suites Hotel in Plano, Texas. The hotel has joined the ConnectedHotel network of properties providing HSIA free to their guests to boost occupancy and enhance guest satisfaction.

Kirit Bhakta, General Manager of the 84 all-suite Best Western Park Suites Hotel – Plano, located at 640 East Park Blvd., said he considers High Speed Internet Access a “must-have technology amenity that is here to stay forever — it will become an industry standard like the telephone and cable TV.”

“We wired all 84 of our suites so all of our guests can remotely review their e-mail and get into their corporate networks with speed and ease,” Bhakta said. “We plan to put wireless HSIA into our lobby in the future to make it even easier for our corporate guests to stay connected and have meetings.

“Our Best Western Park Suites Hotel is doing all it can to attract today’s high-tech travelers by providing amenities, services and old-fashion value that help us stand out in their minds,” he said. “We are netting a record number of repeat customers — and this comes at a time when every piece of business counts that much more.”

25 million travelers today demand HSIA in hotels — a figure 15 times greater than it was just five years ago — so they can stay connected to corporate networks at speeds they have become accustomed to in their workplaces and homes, said Jags Patel, ConnectedHotel’s Founder, President & CEO.

Studies have shown that more than 50 percent of guests say they won’t pay for HSIA in their rooms — but if provided free of charge, they say the hosting hotel will win and keep their business and gain their free, valuable word-of-mouth referrals,” said Patel, who also is a hotel developer, owner/operator and a member of several hotel associations.

“It’s all about putting heads in beds and building loyalty, because it’s three to five times more expensive to get a new customer than it is to keep an existing one,” said Bhakta, adding that HSIA is a competitive differentiator and business travelers actively seek out properties that offer it free of charge.

“Our hotel is immaculate and offers all of the bells and whistles in terms of amenities,” Bhakta said. “In this area, we sensed a great need for free-to-guest in-room HSIA. Because we fulfilled that need, now we’re reaping rewards.”

“We have effectively created ‘a HSIA brand within a brand’ by promoting all ConnectedHotel properties through reservations, front desks, and online and offline marketing campaigns,” Patel said. “Today, travelers can log onto www.connectedhotel.com, select a travel destination and locate a nearby ConnectedHotel property offering free-to-guest HSIA, so that our growing base of satisfied travelers can keep their business in the ConnectedHotel family.”

“Many in the industry, particularly those of us who have joined the ConnectedHotel network, strongly believe that within a year or two High Speed Internet Access will be a standard free in-room amenity,” he said. “Being one of

the first networks to offer HSIA free to guests, our ‘brand within a brand’ gives us a competitive edge by providing a service guests can’t resist and competitors can’t or are unwilling to match.”

Bhakta said **ConnectedHotel** delivers a smart-yet simple solution proven to boost occupancy — through heightened guest satisfaction, repeat business and referrals — often 10 percent to 25 percent or more in the first 12 months of HSIA deployment.

“We are trying to do whatever it takes to get the attention of the business traveler, and it’s working wonders,” he said. “**ConnectedHotel**’s cost structure is 40 percent to 60 percent that of most other HSIA providers, and its ROI is proven, immediate, significant and sustained.”

The Best Western Park Suites Hotel – Plano is an all-suites hotel with extensive amenities in each guest suite, including HSIA, microwave, refrigerator, and the other touches that business and leisure travelers prefer.

“We have been putting up signs in our public spaces and in our suites, letting our guest know about our free HSIA,” Bhakta said. “Everyone is putting in new technology, but I know that Jags’ **ConnectedHotel** offering is a real winner. I’ve known Jags for years, and he’s come up with a HSIA solution developed by hoteliers for hoteliers, delivering bottom-line benefits to owner/operators and their guests.”

“**ConnectedHotel** makes a commitment to deliver world-class HSIA technology seamlessly integrated and backed up with 24 hour-a-day, knowledgeable, courteous technical support,” Patel said. “All of our HSIA solutions, our business model, and our technical and marketing support processes were rigorously tested and tweaked over the past two years at hotels I personally have stakes in and help to manage. We took our time to do it right.”

Patel noted that High Speed Internet Access at the Best Western Park Suites Hotel – Plano by **ConnectedHotel**:

- Delivers hard-wired HSIA connectivity in guestrooms, and in meeting rooms and lobby;
- Provides plug-and-play technology so guests don’t need to reconfigure their notebook computers, even if they use a proxy server or custom network setting;
- Offers secure VPN tunneling capabilities through proprietary technology; and
- Has a proven track record for delivering 24/7/365 technical support.

“Competition for business is fierce out there and the economy doesn’t look like it’s going to turn around anytime soon,” Bhakta said. “Anything we can do to enhance the value proposition we give guests makes us that much more competitive and profitable — and our **ConnectedHotel** affiliation and HSIA offering is one such business booster.”

Best Western Park Suites Hotel – Plano is located at 640 East Park Blvd., near corporate offices and convenient to shopping, offering unique and elegant rooms with the luxuries that a giant corporate top-level executive would expect at the price a sole entrepreneur can afford. In addition to free in-room High Speed Internet Access, the 84-suite property features a full business center, meeting room, exercise room and more. For more information about the hotel, please visit http://www.bestwestern.com/prop_44410 or call 972-578-2243.

***ConnectedHotel** is a subsidiary of Southlake, Texas-based NanuCom L.L.C., which also markets an array of telecom and e-commerce/Web development solutions to the hospitality industry, as well as develops, owns and operates lodging properties throughout the U.S. Dozens of properties of many types and brand flags have taken the **ConnectedHotel** High-Speed Highway to Guest Loyalty, effectively creating a HSIA Brand Within a Brand. For more information on the company and its unique solutions, services and business model, please visit www.connectedhotel.com, or contact Jags Patel at 866-359-6268, 817-287-6200, or jags@connectedhotel.com.*