



*“Take the ConnectedHotel  
High-Speed Highway  
To Guest Loyalty...”*

*Our solutions, support &  
proven business model  
simply cannot be beat.”*

**Contact:** Jags Patel  
ConnectedHotel  
President & CEO  
866-359-6268  
817-287-6200  
jags@connectedhotel.com  
[www.connectedhotel.com](http://www.connectedhotel.com)

## **Adam’s Mark caters to travelers by providing upscale amenities such as ConnectedHotel High Speed Internet Access**

*Guests at 5 Adam’s Mark hotels stay better connected via  
ConnectedHotel in-room HSIA; five more properties in the  
upscale collection are scheduled to follow suit this summer*

**SOUTHLAKE, TEXAS / ST. LOUIS (June 18, 2003)** — As an extension of its commitment to providing upscale amenities for both business and leisure travelers, Adam’s Mark Hotels & Resorts recently deployed ConnectedHotel in-room High Speed Internet Access (HSIA) at five properties and plans to follow suit at five others this summer.

Tim Rand, VP of Information Systems for Adam’s Mark, said the company’s commitment to raising the bar for upscale accommodations, amenities and service includes providing state-of-the-art in-room HSIA. The company currently offers HSIA in meeting rooms in each of its 23 hotels comprising more than 13,000 guestrooms and is working toward offering the hot technology amenity in guestrooms at all Adam’s Mark properties.

“To meet the expanding needs of meeting groups, last year we deployed High Speed Internet Access in meeting rooms at all of our hotels,” Rand said. “The obvious ‘next step’ for us was to take this technology amenity into our guestrooms. Five Adam’s Mark properties have ConnectedHotel in-room HSIA today, another five will follow suit this summer, and we expect the remaining 14 properties in our collection, and all future developments, to join the mix shortly thereafter.”

Frontier Communications, a national telecommunications provider, is working with Southlake, Texas-based ConnectedHotel to deliver in-room High Speed Internet Access to Adam’s Mark properties. With dozens of HSIA installs in hotels of all sizes and types spanning coast to coast, ConnectedHotel is proud and privileged to be associated with the Adam’s Mark brand, according to President & Founder Jags Patel.

“It’s taken some time, but we’re really beginning to carve quite a name for ourselves by delivering solid HSIA solutions, extremely competitive pricing, and good old-fashioned prompt, professional service,” Patel said. “More

and more big-name brands the caliber of Adam's Mark are coming to us — which reaffirms that we're providing real value to these properties and their guests. Our clients realize immediate, significant and sustained improvements in guest satisfaction, repeat business and referrals, and Adam's Mark should be no different as guests reward properties for meeting and exceeding expectations.”

**ConnectedHotel** in-room HSIA solutions now are in place in selected guestrooms at Adam's Mark hotels in Columbus, Ohio; Denver; Indianapolis; Tulsa, Okla; and Columbia, S.C. This service supports Virtual Private Networking (VPN) connections and provides T-1 level service to connected guestrooms. Typically, 20 to 25 percent of each Adam's Mark property's guestroom inventory is wired for HSIA, which is more than ample to meet demand, Rand said.

According to Patel, industry studies show that more than 92 percent of business travelers base their hotel choice on the availability of fast and easy-to-use Internet access. A reported 25 million travelers today are demanding HSIA in hotels, a jump of 15 times what it was just five years ago, Patel said.

“Our business model and our technology allows us to offer our connectivity solution to hotels at just 25 percent of the industry average of \$400+ per connection, so hotels can afford to install HSIA and even offer it as a free amenity to their guests if desired,” Patel said. “Properties quickly recoup their investment through more satisfied guests bringing our clients back their business, along with that of their family, friends and co-workers.”

**ConnectedHotel** promotes client properties through [www.connectedhotel.com](http://www.connectedhotel.com), which details member hotels through an interactive members map with links to individual property websites. Helping guests plan their stays and fill their “need for speed” in connectivity, **ConnectedHotel** essentially is “a high-speed brand within a brand,” Patel said.

Patel attributes the company's string of installation successes to a winning business model tested and proven to benefit hotel operators and guests alike.

“From the beginning, we set our sights on delivering a unique value proposition to guests — knowing the ROI would quickly follow with improved guest experiences driving recognition, repeat business and referrals,” he said.

Over the past few decades, Patel has had a hand in the development of some 50 new hotels and he continues to hold stakes in nearly a dozen properties throughout the U.S. Patel said his owner/operator position has given **ConnectedHotel** and its customers a leg up on competitors regarding HSIA.

“Every HSIA solution, business model and technical and marketing support process we have in place today was rigorously tested and tweaked over the past two years at a few of the hotels I have stakes in,” Patel said. “Rather than join the others in the early HSIA land grab, we took our time to do it right — and we did it on the backs of my hotels so the learning curve couldn't come back to bite us, our customers or their guests.”

*St. Louis-based Adam's Mark Hotels & Resorts is one of the largest privately owned and operated companies in the hospitality industry, with 24 upscale hotels offering more than 13,500 guestrooms and 1.3 million square feet of meeting and exhibit space. For more information about the company, please visit [www.adamsmark.com](http://www.adamsmark.com), or contact the Adam's Mark National Sales Office in Chicago at 1-888-258-6858 or e-mail [biztravel@adamsmark.com](mailto:biztravel@adamsmark.com).*

***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 High-Speed Brand Within a Brand. For more information on the company and its unique solutions, services and business model, please visit [www.connectedhotel.com](http://www.connectedhotel.com), or contact Jags Patel at 866-359-6268, 817-287-6200, or [jags@connectedhotel.com](mailto:jags@connectedhotel.com).*

###