



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

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

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Adams Mark caters to business travelers by providing upscale amenities such as ConnectedHotel High Speed Internet Access

*Guests at 5 Adams 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 (May 21, 2003) — Despite last year’s economic downturn and reduction in corporate travel, Adams Mark Hotels & Resorts nearly doubled its number of national corporate accounts by giving groups and transient travelers exactly what they expect — including in-room High Speed Internet Access (HSIA).

“Recognizing the importance of the corporate travel market, we have been successful in extending our reach and reconnecting with our clients in a more strategic way,” said Pamela Dorneden, Adams Mark Corporate Director – Travel Industry Sales.

Tim Rand, Adams Mark Chief Technology Officer, said the company’s commitment to reconnecting with guests and 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 24 hotels comprising more than 13,500 guestrooms and is working toward offering the hot technology amenity in guestrooms at all Adams 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 Adams Mark properties have 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 Adams 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 Adams 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 Adams 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 Adams 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 Adams 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 Adams 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 40 to 60 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, 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 very beginning, we set our sights on delivering a unique value proposition to guests — knowing the ROI would quickly follow with improved guest experiences and satisfaction scores driving recognition, repeat business and referrals,” Patel 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 Adams 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, or contact the Adams Mark National Sales Office in Chicago at 1-888-258-6858 or e-mail 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, or contact Jags Patel at 866-359-6268, 817-287-6200, or jags@connectedhotel.com.*

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