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proven business model
simply cannot be beat.”*

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Best Western in Denton, Texas, reaps record repeat business by giving guests **free ConnectedHotel High Speed Internet Access**

SOUTH LAKE, TEXAS / DENTON, TEXAS (July 07, 2003) — “If you offer free High Speed Internet Access at your hotel, then the guests come back. It’s as simple as that — because guests really value the amenity,” said Suresh Patel, Manager of the Best Western Denton Inn and Suites.

The Best Western Denton, located at 2910 West University Drive in Denton, has been open since July 2001 and attracts a mix of business, leisure and university travelers.

“Because of where we’re located — about 30 minutes from the Dallas/Fort Worth International Airport, and just a couple of miles from two universities — we get a pretty good cross-section of guests,” Suresh Patel said.

The needs of our leisure guests often are different than those of our business guests, which in turn often differ from the needs of our third core customer group, parents visiting students at the universities. Nevertheless, each core customer segment needs, wants and demands free, quick and easy access to the Internet.

“All 65 of our rooms, both standard and suites, have been wired for plug-and-play High Speed Internet Access for at least a year now,” said Suresh Patel, adding that corporate business travelers demand the service. “To meet and beat the competition, providing the free-to-guest ConnectedHotel High Speed Internet Access has become a mandatory, can’t-do-without amenity. You could call it a basic utility — that has to be in all of the guestrooms.”

For guests, using the ConnectedHotel solution is just about as easy using water or electricity. In most instances, it’s a matter of just plugging a network cable into the high-speed dataport in their room and they are on the Internet, with no complicated settings or configurations to perform, with quick and reliable access to everything on the Internet.

“It really is very easy to access and very easy to use,” said Suresh Patel. “ConnectedHotel has made it work very well, and in the event a guest has a question or a problem getting connected they can call an always available 1-800 number day or night to answer technical questions.”

“We pride ourselves in providing a comfortable hotel that is conveniently located, near important highways, with easy access coming and going,” said Suresh Patel. “With our [ConnectedHotel](#) high speed Internet access solution, we can offer the same easy access to the Internet and all kinds of important information that our guests really need.” Guests appreciate the amenity and are rewarding the Best Western Denton with their repeat business and referrals to other guests, making an important bottom line difference to the hotel.

Recent studies have shown that free-to-guest high speed Internet access is an idea that is catching on explosively in hotels big and small, making it a sought after amenity and a significant competitive differentiator for the hotels that have it today.

“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,” Jags Patel, president and founder of [ConnectedHotel](#) 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. Our clients average occupancy gains of 10 to 25 percent within 12 to 18 months.”

[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 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.”

Best Western Denton Inn and Suites offers spacious rooms, friendly and courteous service, and host of amenities including refrigerator, microwave, hairdryer, iron and ironing board, 28-inch stereo televisions, free local telephone calls, voice-mail and free-to-guest High Speed Internet Access in every room. Located just 30 minutes from Dallas/Fort Worth International Airport, the hotel is conveniently near the University of North Texas, Texas Women's University and Texas Motor Speedway. For more detailed information about the hotel at 2910 W. University Drive, Denton, Texas 76201, please visit <http://www.bestwestern.com> and contact Suresh Patel, Manager, at 940-591-7726.

[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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