



PRESS RELEASE

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Exceptional Innovation Showcases Life|ware Hospitality Solutions and New Hardware at HITEC 2011

Columbus, OH, June 20, 2011 – Exceptional Innovation, maker of Life|ware®, unveils Life|ware Hospitality Solutions, an integrated hotel services platform, at HITEC 2011 in Austin, Texas on June 21-23. Life|ware Hospitality Solutions offers hotel guests instant, in-room access to entertainment, room control, amenities, and services, and provides management and staff with information and control features to improve operating efficiency, save energy, and reduce costs.

From the moment guests arrive, the Life|ware in-room TV interface can be used to view and select any of the services, luxury amenities, and activities the hotel has to offer. Life|ware's menus are customizable for any hotel brand and let guests make dinner reservations, schedule spa and other hotel services, and enjoy on-demand movies, TV, music, and more. Guests can also use the TV interface, in-room phone, or touch panel to adjust lighting, temperature, shades, and other room devices for maximum comfort.

Life|ware Hospitality Solutions is more than just a guest-facing solution. It shares data with a hotel's back-end property management and services systems (POS, PMS, etc.) so guests can use the in-room TV to view their messages, activity schedules, and folio charges. Using Life|ware's customized dashboards for check-in/check-out, room status, housekeeping, and other services, hotel staff can view and respond to guest requests more efficiently. Management can use the dashboards to reduce energy use in unoccupied rooms, monitor and control meeting spaces, and direct staff more effectively, helping to streamline operations and reduce costs.

"Today's hotels must surround their guests with the luxury and convenience they expect, while ensuring they know about and have access to everything that's available," said Seale Moorer, CEO of Exceptional Innovation. "Life|ware gives hoteliers a competitive edge by connecting guests directly with everything they want while increasing staff efficiency, reducing overhead, strengthening the hotel brand, and providing an upsell to hotel services and amenities."

In conjunction with its Hospitality Solutions, Exceptional Innovation also announces a new Life|point® InTouch remote and InTouch phone available today. The programmable InTouch remote gives guests full access to their Life|ware TV interface and includes one-touch buttons for accessing revenue-generating

hotel services. The new InTouch phone features a full-color touch screen and provides Voice over IP (VoIP) calling, messages, alarms, room control, music, and one-touch access to additional hotel services— all through a customizable user interface that extends the hotel brand.

In addition to exhibiting Life|ware Hospitality Solutions during the HITEC event, Exceptional Innovation will also demonstrate its new guestroom control technologies to preregistered attendees during the TechTours being held at HITEC on Tuesday, June 21 from 4 - 5:30pm.

About Exceptional Innovation

Based in Columbus, Ohio, Exceptional Innovation, LLC produces the Life|ware family of enterprise software and hardware solutions for the hospitality, healthcare, business, and residential markets.

Since its inception in 2004, Exceptional Innovation has been a leading innovator of web services and open standards for software design. As a result, Life|ware's web-services based, hardware-neutral architecture controls a wide range of automation devices and systems and runs on a variety of computing platforms such as MS Windows, Apple OS, and Linux.

Exceptional Innovation's Life|ware Hospitality Solutions integration platform connects and controls a hotel property's back-end systems and networked devices to help hoteliers deliver an unforgettable guest experience that enhances their brand and offers the ultimate in luxury and comfort. For more information, visit www.life-ware.com

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