

PRESS CONTACT

Tony Keller  
SS|PR  
719-634-8279  
tkeller@sspr.com

**Elfiq Networks Named FAVE Technology at HITEC 2008**

*Attendees Choose Elfiq's Link Load Balancer as Favorite Technology Solution for Hospitality Industry*

Montreal, Canada (June 25<sup>th</sup>, 2008) — Elfiq Networks, the innovation leader in bandwidth management and network availability solutions, announced today that it has been selected from more than 300 vendors at the 2008 Hospitality Industry Technology Exposition and Conference (HITEC) as a HITEC FAVE technology solution for the hospitality industry. Other FAVE technology winners include Wii for Hotels and Sony Electronics' entertainment products.

"HITEC is the premier event for IT experts in the hospitality industry. We are thrilled to have been selected from the more than 300 other vendors, especially since this is our first time with a booth at the show," said Jean Pascal Hebert, vice president for business development at Elfiq Networks. "To be included among the ranks of Sony and Nintendo's Wii is quite an honor."

Elfiq's Link Load Balancer, including Quality of Service (QoS) technology, enables hospitality facilities to manage multiple concurrent Internet links to offer fast and dependable connectivity to guests. By implementing Elfiq products, hospitality properties can raise guest satisfaction scores, reduce helpdesk calls and use low-cost ISP links to lower telecom costs and increase performance.

HITEC draws more than 5,200 hospitality professionals from around the world annually and features 300+ vendors and 40+ education sessions along with special exhibits. Attendees cast votes for the HITEC FAVE awards online or at kiosks throughout the show for their favorite booth designs and technology solutions.

"Providing guests with robust Internet access is a must in today's market, and without the right technology, it can be a factor in guest dissatisfaction," Hebert said. "Elfiq offers hospitality providers the ability to maintain and deliver better service to meet their guests' communication needs and improve overall guest satisfaction and loyalty."

Elfiq Networks' products are installed in more than 170 hospitality properties, servicing multiple Internet links for more than 35,000 rooms, including properties from the top ten hospitality chains.

Elfiq's load balancing solutions ensure reliability of critical Internet and private network connectivity and optimize uptime to 99.999% with a cost-effective solution. Installation is the simplest on the market, requiring no IP address migration or modification of existing firewall/router configuration.

For further information on Elfiq Link Load Balancers, visit [www.elfiq.com](http://www.elfiq.com).

For more information on HITEC, visit [www.hftp.org/HITEC](http://www.hftp.org/HITEC).

*About Elfiq Networks*

*Elfiq Networks (Elfiq Inc.) is a leader in the development of innovative telecommunications and security solutions. Aware of today's economic stakes, Elfiq brings leading-edge ideas and increased strategic information technology investments to businesses. Elfiq is a privately owned company headquartered in Montreal, Canada. For more information, visit [www.elfiq.com](http://www.elfiq.com).*