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Elfiq Networks unit shipment grows by 28% in hospitality sector in current economy by solving two key business problems

Telecommunications cost reduction and guest satisfaction scores significantly enhanced by employing Elfiq Link Balancers and a strong Internet strategy.

Montreal, Canada (July 14, 2009) — In today's mobile society, Internet service is a must-have amenity in the hospitality industry, and in the current economy cost control is a concern while maintaining guest satisfaction. Elfiq Networks provides a strategic component to hospitality properties to resolve this business concern, and the result is a 28% growth in unit shipments for the second quarter, compared to the same period last year.

"In the current economy, hospitality organizations need to lower costs and maintain guest satisfaction scores to ensure loyalty and recurring revenue," said Jean Pascal Hebert, vice president for business development at Elfiq Networks, a leader in bandwidth management and network availability solutions. "By rethinking bandwidth at the property level and employing a strategy of combining multiple low-cost ISP circuits such as DSL or cable modems, organizations can reduce their bandwidth costs by thousands of dollars yearly while enhancing their guests' experience."

Elfiq Networks' Link Balancers help hospitality providers ensure high guest satisfaction scores by improving the connectivity experience, reducing guest support requests and delivering maximum performance from existing infrastructure, even as guest demands and requirements grow. By combining low-cost ISP links from locally available providers and reducing a property's dependency on T1 or more expensive circuits, substantial savings can be achieved rapidly within a few months in many cases.

Through a partnership with Nomadix, a global leader in public and guest Internet access solutions, Elfiq Link Balancers allow hospitality IT managers to proactively add and manage multiple concurrent ISP links, including low-cost DSL and cable modem links as well as emerging technologies like WiMax and point-to-point wireless networks. Elfiq's automatic, seamless and transparent failover protection ensures maximum uptime and throughput optimization based on customer-defined policies. By combining Nomadix access gateways with Elfiq Link Balancers, hospitality providers can prioritize and segregate traffic to better manage bandwidth and ensure that guests remain blissfully unaware of any trouble on the line.

"Given the current economic climate and the need for improved guest bandwidth performance, our hotels were in desperate need of finding the right solution both operationally and economically," said Kerry V. Ranson, president and CEO of HP Hotels located in Birmingham, Alabama. "The application of your product not only improved our guest scores but allowed us to meet the demands within the budget and dollars available. In addition, we have already experienced the benefit of redundancy and

the impact of bandwidth uptime on our guest networks."

Elfiq's Link Balancers were 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, along with Nintendo's Wii and Sony Electronics.

Elfiq's agile solutions have been featured in both e-Week and Network World, as well as selected as the only link balancer manufacturer in the Citrix Ready and Nomadix Partner programs. Two Elfiq products, the LB1500E and LB-4000, have been named Product of the Week by Processor magazine.

For further information on Elfiq Link Balancers, visit www.elfiq.com.

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.