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**Elfiq Link Balancers Help Hospitality Providers Boost Guest Satisfaction, Profits and Loyalty with Reliable, High-Performance Internet Connectivity**

*Easy-to-Deploy Appliances Deliver 99.99% Up-time and Optimized Connectivity Speed to Meet Growing Guest Expectations*

Montreal, Canada (January 14<sup>th</sup>, 2009) — In today's mobile society, Internet service is a must-have amenity in the hospitality industry. Both business and leisure travelers expect quick and reliable connections in hotels, convention centers and resorts around the world. Guest link failure can dramatically cut guest satisfaction and loyalty, and in the end, business revenues.

"Between critical needs for connecting to business email or VPNs and the growing demand for bandwidth for applications like Slingbox, Skype, YouTube and social networking sites, guest demand can cripple IT infrastructure," said Jean Pascal Hebert, vice president for business development at Elfiq Networks, a leader in bandwidth management and network availability solutions. "If guests don't get the access and response they expect, they will stay somewhere else in the future, and worst of all, they'll tell their colleagues and friends about their experience."

Elfiq Networks' Link Balancers help hospitality providers ensure high guest satisfaction scores by improving the connectivity experience, reducing guest support requests, and deliver maximum performance from existing infrastructure, even as guest demand and numbers grow.

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.

"Since the installation of the Elfiq Link Balancer, our guest complaints have disappeared and our guest comments regarding Internet have turned from a negative to a positive," said Scott Sommerville, president of FLG Hospitality, management group at the Sheraton Independence Hotel just south of downtown Cleveland, OH. "We couldn't be more pleased with the positive impact it has made, and we look forward to continuing this relationship and working with your company at our other properties. Thank you again for your time and effort."

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 selection as the only link load balancing manufacturer in the Citrix Ready and Nomadix Partner programs. Two Elfiq products, the LB1500E and LB-4000, have been named a Product of the Week by Processor magazine.

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