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Eleven Wireless Appoints New Director

Leading Internet guest services supplier appoints industry leader Don Semmler to Board of Directors.

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Portland, OR – Eleven Wireless, the provider of hospitality’s only guest internet platform, has announced the appointment of Don Semmler as the newest member of its Board of Directors.

As a veteran Marriott executive, Don Semmler has over 30 years of relevant industry experience, most recently as a developer/manager of high return hotels. He is currently developing a 100 room Residence Inn outside of Charleston SC and continues to provide hotel consulting services. Don is also working with Marriott International to develop an independent select service platform to launch a potentially disruptive new brand, project Blend.

“The addition of Don Semmler as an adviser adds invaluable experience in the hospitality industry and provides us with the true voice of the customer. We are delighted to welcome Don’s vast knowledge and expertise to our team,” said Dan Meub, Eleven’s CEO.

“I am honored to join the Eleven board and work with this exceptional team,” Semmler said. “Eleven has been a leader in providing online guest services management for the hospitality industry for the past decade, and I look forward to sharing my experiences and contributing to the future direction and growth of this industry leader.”

Don spent 32 years working for Marriott International in several key executive management positions in North America, the Middle East, and Asia, with oversight in sales, marketing, rooms operations, food and beverage, and hotel development. Most recently, Don served as Executive Vice President, Global Full Service Brands for Marriott International, Inc. His specific responsibilities included leading the development and implementation of brand strategy and execution of product, service and experience innovation across Marriott’s global full service lodging portfolio (Ritz Carlton, JW Marriott, Marriott Hotels and Renaissance). Don also co-created a new brand platform with the Autograph Collection and established a partnership with Ian Schrager that launched a new luxury tier lifestyle brand, Edition Hotels.

Media Contacts:

Bridget Werba
The Fusion Partners
bwerba@thefusionpartners.com

Sharon Lodewick
Director, Marketing
Eleven Wireless
slodewick@elevenwireless.com
www.elevenwireless.com



About Eleven Wireless

Eleven delivers hospitality's only guest Internet platform, providing a cloud-based solution for hotels and brands to deliver a consistent, compelling and unique guest experience to their guests, whether on guests' own mobile devices or hotel-provided computers in the lobby, business center and guest rooms. Founded in 2002 to deliver wireless Internet to hotels, Eleven has grown rapidly, expanding its cloud-based software platform, ElevenOS, to provide hoteliers a centralized way to manage all aspects of their evolving online guest experience. As the only service provider neutral platform, ElevenOS allows hotel management groups to standardize their Internet, business center and in-room guest experience even when they have an assortment of service providers. Eleven's solutions have been deployed in nearly a thousand hotels nationwide and that number continues to grow each month. Eleven is a privately owned company headquartered in Portland, OR. For more information, visit www.elevenwireless.com.