



Media Contacts
Bridget Werba
The Fusion Partners
bwberba@thefusionpartners.com
602-803-5777

Lisa Hattery
Marketing Manager, Eleven
lhattery@elevenwireless.com

FOR IMMEDIATE RELEASE

Two Texas Holiday Inn Express Properties Adopt ElevenGC
Following a Holiday Inn Express brand refresh, 2 Amarillo properties up their 'cool' factor with new iMac guest computers from Eleven

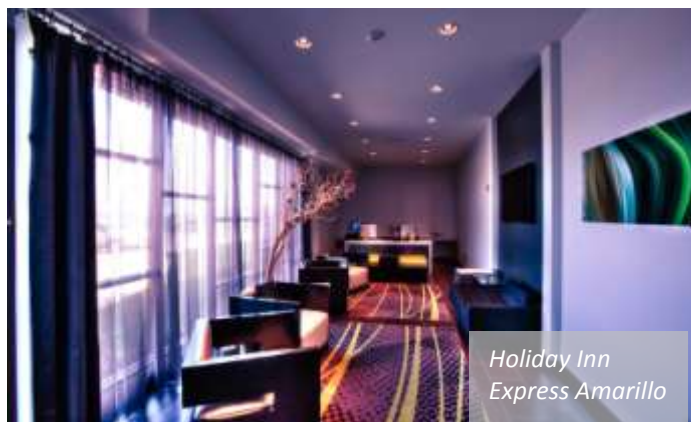
[View this Release Online](#)

10/15/13 Portland, Ore. – To add to their hip and modern amenities, [Holiday Inn Express Amarillo](#) and [Holiday Inn Express Amarillo West Medical Center](#) recently adopted [ElevenGC](#) in their business centers. The Eleven iMac solution was deployed at the airport location earlier this year and immediately received rave reviews from guests and staff. The property's owner, Alkesh Patel, opened a second Holiday Inn Express near downtown Amarillo and again turned to ElevenGC to outfit his business center. Both properties offer 24/7 computer access in a comfortable setting with contemporary décor.

When it came to choosing a guest computing solution, Patel knew he wanted a provider who could deliver a five-star Mac solution. "As an Apple enthusiast, Eleven was an obvious partner as they were a pioneer in delivering both MacOS and Windows to the hotel business center. This elegant solution is a great differentiator for both my hotels and I am delighted with the services provided by Eleven," said Patel. "As a result of their stellar service, all systems run flawlessly and applications are always up-to-date. Our guests are impressed with the functionality, ease of use, and security," he added.

The sleek style of both properties' business centers is also indicative of a recent brand refresh by InterContinental Hotels Group. The latest Holiday Inn Express ad campaign is underlined by the brand's promise to deliver a "Simple. Smart. Spot On." guest experience – which aligns perfectly with Eleven's mission to enhance the guest technology experience. Read more about the Holiday Inn Express ad campaign [here](#).

"We are excited to further our relationship with Holiday Inn Express, as well as other IHG brands. We value and share their commitment to enhancing guest experience through exceptional application of the latest technology," commented Dan Meub, CEO of Eleven.



About Eleven

Eleven delivers compelling software that powers the online guest experience in hotels, with two key product lines: ElevenOS and ElevenGC, both of which run on Eleven's cloud-based platform. ElevenOS is hospitality's only cloud-based guest Internet platform that manages the online guest experience across multiple devices, multiple locations, and multiple network service providers. ElevenGC is a family of five-star guest computing solutions flexible enough to be deployed in business centers, lobbies, suites, club lounges, and more. All solutions provide powerful revenue management so hotels can remain competitive while adding incremental revenue to offset their guest technology investment. Eleven is rapidly becoming hospitality's guest technology standard and is relied on by thousands of hotels including nearly all of the major brands and leading boutiques. For more info visit elevenwireless.com.

About Holiday Inn Express®

Holiday Inn Express® is an InterContinental Hotels Group (IHG) brand. Holiday Inn Express® hotels are characterized as the smart choice for travelers who need a simple, engaging hotel to rest, recharge and get a little work done. Whether you're on the way to somewhere or staying for a week, you'll like that Holiday Inn Express® hotels provide just the things that you need most and nothing more. For more information, visit hiexpress.com.

###