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FOR IMMEDIATE RELEASE:

## **innRoad, Inc.<sup>TM</sup> Partners With Control<sup>®</sup> for Lodging Link<sup>®</sup> Compatible Property Management System**

*New Technology Partnership Allows Integration of  
Over 500 Individual Hotel Software Interfaces*

**Minneapolis, MN and SAG HARBOR, NY – July 3, 2007** -- innRoad, Inc.<sup>TM</sup>, a hospitality industry-leading company featuring the first fully featured on-demand PMS, innCenter<sup>TM</sup>, is pleased to announce that the company has partnered with Control<sup>®</sup>, a worldwide product leader in network enabling devices. Through this partnership, innRoad's Internet-based property management system will utilize Control's newest product, Lodging Link<sup>®</sup>, Premier to interface with over 500 various hotel guest services systems. This allows innCenter to aggregate independent systems including PBX, voice mail, call accounting, HSIA, point-of-sale, in-room movie, keyless entry, mini bar and energy management systems into one solution, eliminating the need to create independent interfaces.



"This partnership is the next logical step to continue our growth and leadership, enabling innRoad to better serve an even broader spectrum of industry segments," stated Murat Ozsu, Founder of innRoad. "We instantly attain the ability to manage, in one cohesive system, over 500 software interfaces across the full spectrum of ancillary technologies utilized on the hotel property."

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The ability to interface systems on such a broad level greatly expands the available audience for this wholly unique, subscription-based service. This best-of-class technology will unify pre-existing software applications to create a complete picture of property-wide activities.

"Comtrol is excited that innRoad will be leveraging our Lodging Link product and extensive interface library to provide complete hotel device integration," said Cory McClure, Hospitality Division Sales Manager at Comtrol.

innRoad will be demonstrating their Lodging Link compatible technology at Booth #629 at HITEC 2007, taking place in Orlando, Florida from June 26 to June 28. For more information, directions and a map of booth locations, please visit [www.hitec.org](http://www.hitec.org).

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#### **About innRoad, Inc.**

[innRoad, Inc.](http://www.innroad.com), based in Sag Harbor, N.Y., is the provider of the hospitality industry's first fully featured, On-Demand Property Management System, **innCenter™**. innCenter helps hotel operators and management companies lower costs, increase operational efficiencies and grow revenues by managing their reservations and financial data online. The online management system, which requires no installation at the properties, reduces IT staff time and cuts costs across the organization by eliminating manual labor and double work, as well as significantly improving customer service. For more information, call 1-800-487-7009, visit [www.innroad.com](http://www.innroad.com) or e-mail [info@innroad.com](mailto:info@innroad.com).

#### **About Comtrol**

Comtrol is a worldwide product leader in network enabling devices. Their hospitality products division supplies Lodging Link<sup>®</sup> technology to PMS vendors for hotel device connectivity and the integration of disparate systems. As expert network advisors, they provide more than product capabilities - they are committed to their customer's objectives. Comtrol has 25 years of experience in providing businesses with the tools they need to connect, communicate, and control. For more information, please visit <http://www.comtrol.com/hpd>.