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FOR IMMEDIATE RELEASE

**Intelity Wins Top Honors from The Wall Street Journal and
The Global Business Travel Association**

Orlando, FL – July 28, 2011 – 2011 may be the “year of the app” for the hospitality industry but is also the year of recognition for [Intelity](#). The hospitality software solution company’s [ICE \(Interactive Customer Experience™\)](#) program has just won the [Business Traveler Innovation Award](#) for Best Travel Convenience & Efficiency Innovation. Presented by The Wall Street Journal and The Global Business Travel Association (GBTA), Intelity’s ICE Touch on iPads was recognized as the best service to expedite the travel process.



As the world’s first and only guest service interface providing a full array of hotel offerings Intelity ICE provides guests with the power to navigate services that include: ordering in-room dining; making dinner reservations; requesting housekeeping services; coordinating transportation; checking flights; browsing for local information such as maps and directions; booking spa appointments, and about 20 other services, without ever picking up the phone.

Business travelers nominated their favorite products and services that make life on the road easier, practical and more productive. The nominees were then categorized and voted on by the public. The awards will be presented at the annual 2011 GBTA Convention in Denver, Colorado, August 21 – 24, where a panel of industry judges will hear presentations from featured innovators and announce GBTA’s 2011 Judges’ Choice Innovation of the Year.

“To know that Intelity ICE is making such a positive impact on those who travel for a living gives us a great sense of accomplishment,” said Intelity CEO, David Adelson. “The hospitality industry is evolving and our goal remains to continue to develop solutions that not only provide our hotel partners with ways to improve their business, but change the way guests services are presented, requested and received.”

Already ICE has been recognized twice in 2011 as the most ground-breaking technology in the hotel industry. First with the industry coveted Hotel Technology Next Generation’s (HTNG) “Most Innovative Award” for 2010 and secondly, the Visionary Award by Hospitality Technology Magazine. The “Visionary Award” was presented to Intelity’s hospitality partner Morgans Hotel Group for its deployment of ICE Touch on iPad at their famed Royalton Hotel in New York.

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About Intelity

Intelity, headquartered in Orlando, Florida, is a hospitality software solution company focused on the self-service marketplace. Its ICE software with guest interface and “ICS” (ICE Control System) backend management was the recipient in 2011 of the industry’s “Most Innovative Hospitality Technology” award in a global vote by hoteliers. Intelity designs its software/hardware products with a focus on generating higher hotel revenues, reducing operating costs and increasing guest satisfaction. Become acquainted with ICE and learn what Intelity’s hotel partners are saying on the Intelity website www.intelitycorp.com . For more information please call 1-888-RevPAR-1 (1-888-738-7271) or follow us on Twitter (www.twitter.com/Intelity).

About the Global Business Travel Association

The Global Business Travel Association (GBTA) is the world’s premier business travel and meetings organization. Collectively, GBTA’s 5,000-plus members manage over \$340 billion of global business travel and meetings expenditures annually. GBTA provides its network of 17,000 business and government travel and meetings managers, as well as travel service providers, with networking events, news, education & professional development, research, and advocacy. The GBTA Convention, with more than 6,000 attendees, is the largest, most comprehensive annual gathering of business travel and meetings managers, meeting planners, procurement professionals and suppliers in the world. For more information, visit gbta.org.