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## GBCblue acquires EndPoint Communications

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GBCblue acquires EndPoint Communications *GBCblue's acquisition of Endpoint expands the Company into 50 additional properties*

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GBCblue, a provider of secure guest-use in-room, lobby and business-center personal computing systems for the hospitality industry, has acquired San Diego based EndPoint Communications, LLC.

"The acquisition of EndPoint makes for a strong combination. The EndPoint commitment to providing a high level of customer service and a customized product fits very well with our philosophy," said Victor Alikin, CEO of GBCblue.

Over the past few weeks, GBCblue has been upgrading the software and, as needed, the hardware at EndPoint installed locations to the GBCblue standard. The San Diego operations of EndPoint will be folded into the Portland, OR based operations of GBCblue.

"The combined entities continue to provide convenient and reliable business services to its guests," said Ken York, VP of Operations of GBCblue. "A core strength that GBCblue brings to the current EndPoint locations is that we constantly monitor deployed systems 24x7x365 from our network monitoring center and when necessary, help users to instantly correct any problems they may be having—we frequently know a problem is occurring even before the user does, and almost always we can correct it remotely," York said.

"We're excited to be teaming with GBCblue to bring an even higher level of service to our customers," said Dan Redfern, CEO of Endpoint. "GBCblue has a very sophisticated methodology for keeping all of their deployed systems updated with the latest software and anti-virus protection to offer hotel guests a reliable, safe and secure computing experience. GBC Blue's capability and infrastructure has positioned the combined company to become a market leader and innovator for years to come. We see it as a win-win all the way around," Redfern said.

Dan Redfern whose career included executive positions with PepsiCo Inc. and two major accounting firms will join the Board of Directors of GBCblue. Zach Fountain, a principal with Endpoint, will join the advisory board. He brings 10 years of Experience with PepsiCo, Inc. and Activision, Inc. in a variety of Sales & Marketing roles in Europe, Canada, and America.

#### **About GBC blue™**

*GBCblue, based in Portland, Ore., offers the most comprehensive PC amenity solution on the market, featuring fully managed software, hardware and revenue solutions designed with both the hotel and the hotel's guests in mind. GBCblue™ understands the importance of being a leader in quality assurance and customer satisfaction in the hospitality industry. To this end, the company has established strong business relationships with other industry-defining companies such as DELL, MPC, and Microsoft, which consistently deliver the highest quality products and services to their end users. For more information, visit the company's Web site, [www.gbcbblue.com](http://www.gbcbblue.com), or call 1-888 GBC-BLUE*

#### **About Endpoint, LLC**

*Endpoint, LLC is a nationally-recognized, privately-held corporation based in San Diego, California. Endpoint provides the Complete Connect™ Solution, a customized, comprehensive offering which combines Kiosk and Workstation Solutions. With no installation, technical, or maintenance issues to worry about, customers can enjoy the benefits of offering an Internet connected computer in their hotel guest rooms, business centers, lobbies, coffee shops, and more.*