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GBCBLUE AND OMNI HOTELS LAUNCH REVOLUTIONARY GUEST ROOM SERVICES

Luxury Hotel Brand is First to Pilot GBCblue's ORION System to Offer Virtual Suite of Services

VANCOUVER, WA and IRVING, TX (November 14, 2007) -- GBCblue, a provider of secure guest technology utilized in public areas, business centers and guest rooms, has partnered with Omni Hotels to be the first to pilot the GBCblue ORION system at the Omni Mandalay Hotel in the D/FW metroplex. The ORION system enables the hotel to provide a variety of services on demand ranging from room service ordering to valet service, baggage retrieval, housekeeping and virtually any other guest request. Phase I, launched last month, was the deployment of the online room service ordering system. Phase II, which is launching this month, gives guests complete access to virtually every department instantaneously from the valet and concierge to the bell desk, housekeeping and the front desk to request whatever services they want or need.

"Since we were already using GBCblue to successfully operate our business centers, it was natural for us to consider the ORION system. The system was a perfect tool to extend Omni's renowned services standards in a virtual environment, enabling guests to custom design their stay to fit their personal needs online," said Lesli Reynolds, vice president of operations for Omni Hotels.

When a guest enters the system, it creates a virtual services environment never before seen in the hospitality industry. Guests have instant access to online room service, can fill out electronic comment cards, electronically chat with associates throughout the hotel, have their room cleaned, request changes and much more.

"We are excited to pilot of the ORION system with Omni given their progressive use of technology to truly enhance the guest experience," stated Victor Alikin, CEO of GBCblue. Omni's guests will now have the choice of accessing the ORION system via their personal laptop, the GBCblue business centers and soon, the guest's in-room television."

"A majority of our guests travel with laptops so it was natural to offer the services through this technology," said Kerry Kennedy, director. of e-commerce for Omni Hotels. "The ORION system not only gives our guests instant access to hotel associates and numerous services, but the platform offers a web-based content management system. This enables us to modify the information instantly to ensure the most up to date information for guests. Our associates can add or remove daily room service specials or we can extend seasonal offers. The ORION system fills our needs perfectly and helps create an easy and enjoyable stay."

About GBCblue™

GBCblue, based in Vancouver, WA 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, Canon, Lexmark 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.gbcblue.com, or call 1-888 GBC-BLUE

About Omni Hotels

Omni Hotels creates compelling, memorable guest experiences by tempting the senses in innovative ways, surrounding them with a balanced blend of scents, sounds, sights, textures and tastes. Omni Hotels offers luxury accommodations at 45 hotels and resorts in leading business gateways and leisure destinations across North America. From exceptional golf and spa retreats to dynamic business settings, each location features four-diamond services, including award-winning signature restaurants, Wi-Fi connectivity and unique fitness options. Omni's mission for total customer service is further supported by its "Power of One" program that empowers associates to make on-the-spot decisions to meet or exceed guest expectations. Guests can locate hotels and book accommodations by visiting www.omnihotels.com or by calling 1-800-THE-OMNI.

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