

PRESS RELEASE



4 SEPTEMBER 2007

FoneKey Inc appoints Mike Preston as Director of Business Development in Prisma consultancy project

Mike Preston, Managing Director of Prisma Consulting, international business development services company, has been appointed by FoneKey Inc, New York based developers of innovative mobile phone enabled applications for hotel check-in, room access and in-room technology, as Director of Business Development to help build the business globally.

Fonekey has developed mobile phone based technology that enables the hotel guest to check-in remotely and by-pass reception and then open the hotel room door using RFID (radio-frequency identity) technology. The benefits to guests and hotel owners are considerable – faster check-in, no waiting, greater security, personalised service and a closer relationship between guest and hotel. The clear results are cost savings, efficiencies and greater guest loyalty.

“I firmly believe that the use of the mobile phone in many aspects of our daily lives will continue to increase,” said Preston. “The FK Hospitality Suite has impressed me by its simplicity in operation, its use of technology and the practical application of a device just about every traveler carries today. The solution is ideal for the hospitality industry creating a clear market opportunity.”

Preston joins a very experienced management team to help build the business through strategic alliances, direct sales and building a sales channel of qualified business partners. In addition Preston can contribute in many areas by using his extensive experience in creating and developing technology companies.

“Mike brings to the table expertise necessary to bring us to the next level,” commented Donald Mossman, President of FoneKey. “His experience with start-ups combined with his strategic insights makes him the ideal person to head up our Business Development efforts. Mike’s role will be to help capitalise on FoneKey’s unique position to deliver wireless check-in and check-out solutions and state-of-the art technology to unlock one’s hotel room door, as well as other in-room applications.”

Prismaea has build a reputation for helping companies expand internationally by either direct lead generation projects or by finding strategic business partners in territories around the world. Prismaea has a database of over 2,700 contacts including many senior hospitality executives and companies in over 70 countries. Many of these contacts are personally known to Preston, who has not only been involved in delivering technology solutions to the Hospitality IT market for many years but also speaks at international conferences and writes for hotel magazines.

ends

-oOo-

Background for Editors:

Prismaea Consulting Ltd

Prismaea Consulting, based in Wokingham, UK, provides management consultancy, international business development, sales training and technology services to clients both in the UK and worldwide. A broad range of projects have been completed with some prestigious clients generating some compelling testimonials.

Prismaea's recent projects include consulting work for major clients in UAE, training projects in Russia and Malaysia and speaking engagements in Netherlands and Vietnam. www.prismaea.com

FoneKey Inc

FoneKey has revolutionized the hospitality industry, making it easier for guests to get in and out of the hotels and to be more comfortable in their room during their stay at a hotel. FoneKey uses its proprietary software and networking infrastructure to integrate a guest's own cell phone and off-the-shelf electronic door locks as well as guest room amenities (climate control, lighting, mini-fridges, safe, window blinds, TVs) from numerous manufacturers.

As a result of deploying FK Hospitality Suite a hotel guest will enjoy the unique convenience of checking in/out remotely, managing hotel amenities and even paying the hotel bill through their existing mobile phone. The FoneKey technology also allows, as a result of its deployment, the ability of a hotel chain to globally interact with its loyalty program members on a regular and instantaneous basis.

Contact

Mike Preston (mike.preston@prismaea.com)

Office - +44 118 978 5588

Mobile - +44 7973 193260