

# ***PRESS RELEASE***



## ***Hospitality Industry Expert Joseph J. Rook, Jr. Joins iBAHN as Vice President of Sales, North American Hotels Group***

**SALT LAKE CITY, Utah** - (March 20, 2006) – iBAHN™, the leading worldwide provider of secure broadband services for hotels and meeting places, has appointed hospitality sales and service veteran Joseph J. Rook, Jr. as vice president of sales. Rook will oversee strategic account sales and is the company's official liaison to the American Hotel and Lodging Association (AH&LA).

Rook's impressive 30 years of hospitality experience began with 4 years serving in staff, department head and executive committee positions at Western International Hotels' (now known as Westin) Peachtree Plaza Hotel, where he successfully completed the hotel's rigorous management training program.

Rook transitioned from hotel operations to development when he joined Atlanta-based architect-developer John Portman and Associates (Portman). While with Portman, Rook was involved in full-service hotel developments for Meridien and Marriott, as well as 200 new construction and renovation projects.

In 1988, Rook was appointed vice president of sales and marketing for United Cotton Goods, where he worked on the vendor/supplier side of the hospitality industry. He subsequently served with several vendor organizations, including Broyhill Contract, as general manager, and VingCard, as vice president of sales, marketing and service. Rook is an active participant in the AH&LA for numerous years – where he serves on several committees and chairs the Hotel PAC.

Rook is a certified Master Hotel Supplier. Prior to his career in hospitality and sales, Rook served in the US Army.



### About iBAHN

iBAHN provides secure, reliable broadband services for travelers and groups at hotels and conference centers worldwide. The company's services are distinguished by its ability to enable users to work easily and securely while online at public locations such as hotels and conference venues. iBAHN is unique in providing secure wireless access (WPA) throughout its entire network, allowing travelers to rely on iBAHN to protect themselves outside of their corporate environments.

Monthly, more than one million business travelers around the world use iBAHN's secure broadband services. iBAHN provides service to more than 2,000 hotels and meeting and conference venues in 18 countries around the globe. More information on iBAHN's leading broadband technology services can be found at [www.ibahn.com](http://www.ibahn.com).

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