



## **Charlotte-based Elevator Channel Gears Up for Rapid Expansion in Hospitality Industry as a Result of New Business Relationship**

*The Elevator Channel, a unique advertising, news, information and entertainment network, announced today that it will partner with CyberMax Industry Solutions Group, a leading international agent of hospitality products and services, to provide its customized hospitality networks to leading hotels, resorts and casinos.*

Charlotte, NC, August 24, 2006 --([PR.com](http://PR.com))-- The Elevator Channel, a unique advertising, news, information and entertainment network, announced today that it will partner with CyberMax Industry Solutions Group, a leading international agent of hospitality products and services, to provide its customized hospitality networks to leading hotels, resorts and casinos.

The Elevator Channel will be the CyberMax Group's sole provider of customized, private, digital media networks for the hospitality industry. These specialized networks are individually designed to meet the unique needs of each property, providing airtime reserved exclusively for the hotel's promotion of in-house products and services to foster increased take rates and revenue, and for the sale of advertising, generating a new revenue stream for the hotel. The hotels will also have access to on-screen messaging capabilities -- available 24 hours per day, 365 days per year.

These customized networks are delivered through high resolution, flat panel digital display screens located in all guest elevators and through large flat panel screens located in lobby, reception areas and other high traffic areas. "This new partnership offers our Company an opportunity to bring our network design, content creation and content management expertise to the forefront of customized, private, digital media networks," said Rudy Alexander, the Elevator Channel's President and CEO.

Alexander added, "Our ability to create and centrally manage all of the advertising and promotional content, while providing immediate, on-site messaging capabilities for the hotels, resorts and casinos creates an outstanding platform for success. We are very pleased with the initial reception the industry has demonstrated."

The CyberMax Industry Solutions Group will offer the Elevator Channel's customized networks throughout the hospitality industry, both as a stand-alone digital media solution, and also bundled in concert with other specialized products and services targeted specifically for the hospitality industry. "Our partnership with the Elevator Channel provides an opportunity for us to add their premier services and expertise to the wide range of solutions we have at our disposal, delivering a planned and dedicated approach for our hospitality clients, providing quality, value and reliability," said Randall James, EVP CyberMaxGroup. "We tie our offerings to each hospitality client's overall performance. We understand that we will be measured on our client's success and we know that our client focused approach clearly differentiates us in the marketplace," James concluded.

About the Elevator Channel

Founded in 2001, the Elevator Channel ([www.elevatorchannel.com](http://www.elevatorchannel.com)) is an advertising, news, information



and entertainment media company headquartered in Charlotte, N.C. that delivers content through high-resolution digital displays. The networked capabilities of the Company can be deployed inside the elevators of high-rise commercial and residential towers, hotels, resorts and casinos, and also through large, wall-mounted flat panel LCDs and free standing kiosks. The narrowcast flexibility of the Elevator Channel's medium allows for both broad range exposure and targeted, private networks.

#### About the CyberMax Group

CyberMax Group ([www.cybermaxgroup.com](http://www.cybermaxgroup.com)) is a leading international agent of hospitality products and services, providing consulting, applications and uniquely designed programs for the hospitality, casino, resort and timeshare industries. CyberMax Group delivers custom services and consulting that are related to all aspects of a client property's needs that help these groups manage their property for optimum performance. CyberMax Group also provides hotels with programs that deliver ongoing marketing, sales and networking assistance.

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