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THE ROOSEVELT HOTEL, NYC, FIRST NORTHEAST PROPERTY TO OFFER GUESTS INTERACTIVE APPLICATION ICE MOBILE

NEW YORK – May 13, 2010 – The Roosevelt Hotel, NYC, is proud to be the first hospitality establishment in the Northeast and the only in New York City to offer ICE Mobile, the latest phase of guest service functionality unveiled by Intelity’s Interactive Customer Experience (ICE). An innovative guest service solution and part of the most robust guest service technology for 2010, ICE Mobile officially launches today at the legendary Midtown Manhattan hotel.

Transcending conventional information tools to include full interactivity with all key areas on and off the property, iPhone users directly download the cutting edge ICE Mobile application through the app store free of charge before stepping foot in the legendary lobby. Customized specifically for The Roosevelt Hotel, the ICE Mobile application allows the property to offer its guests personalized assistance prior to and during their stay. From ordering room service and housekeeping requests, to making dinner reservations downstairs or scheduling a night on the town with car service, ICE Mobile has all the elements needed for a relaxing evening in or an adventurous night out in the Big Apple.

“We are thrilled The Roosevelt Hotel is at the forefront of the ICE Mobile launch,” said Kevin Croke, the hotel’s director of sales and marketing. “Introducing the new interactive application at our historic hotel will not only allow the hotel to more easily market our amenities to guests, but will enhance our ability to provide the most complete and best possible customer service experience.”

Pulling all of The Roosevelt Hotel’s systems together, ICE Mobile offers a seamless transition between the outside world and the needs of the everyday traveler, and allows users to customize their language preference so all guests benefit from this technology, no matter what country they call home. The revolutionary in-room solution and back-end monitoring system also organizes, tracks and measures all hotel activity at the touch of a screen.

For more information, call The Roosevelt Hotel toll free at **888-TEDDY-NY** or visit the revamped site at **www.theroosevelthotel.com**. For a live demo and more information on Intelity’s ICE Mobile, visit **www.intelityice.com**.

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ABOUT THE ROOSEVELT HOTEL

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel New York City is located right in the thick of things -- steps from Fifth-Avenue shopping. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. From April to October, The Roosevelt Hotel's rooftop lounge, mad46 welcomes guests and New Yorkers alike to enjoy an unsurpassed Midtown view atop the 19th floor above the hustle and bustle of the "city that never sleeps." Stay current with up-to-date information from The Roosevelt Hotel by checking the hotel's blog at www.TheNYKknow.com.

ABOUT INTELITY

Intelity, headquartered in Orlando, Fla., is a hospitality software solution company focused on the self-service marketplace. Currently, Intelity is distributing **ICE** and its corresponding ICE Control System, "ICS", backbone system to hotel and resort partners. Intelity designs its software/hardware products with a focus on guest service, quality feedback and direct consumer marketing.