

FOR IMMEDIATE RELEASE

**CONTROL4, SIMPLIKATE TO INTEGRATE TECHCIEERGE HOTEL™
SERVICES WITH CONTROL4® ROOM AUTOMATION SUITE SYSTEMS**

Collaboration combines into a single solution the best in digital concierge services with affordable, easy-to-use hotel room automation

Austin, TEXAS —June 17, 2008— Control4, a leader in IP-Based automation and entertainment control, today announced plans with Simplikate, the technology arm of the largest property management company in the US – First Management Partners – to integrate Simplikate’s Techcieerge HOTEL™ product and the Control4® Suite Systems operating platform for hospitality. As part of the planned arrangement, Simplikate also will become a Control4® Certified Partner and a Preferred Distribution Partner.

“Automation and control of all things digital in the hotel room goes hand in hand with the conveniences of the Simplikate concierge services,” said Will West, Control4 Chief Executive Officer. “We’re pleased to strengthen both companies’ solutions by integrating access to hotel amenities through the Control4® platform and to personalize the guest experience with the combination of our groundbreaking technologies.”

Techcieerge HOTEL™ was specifically designed to improve the guest experience, increase guest loyalty and can be used to generate advertising and sales revenue for the hotel. Techcieerge HOTEL’s Virtual Suite feature allows the guest to take their room with them, providing 24/7 access to hotel amenities from anywhere in the world via the internet or touch-tone phone. Leading condominiums, single-family projects, and hotels around the world use techcieerge™ to automate SMART Building services such as valet, concierge services, visitor management, dining and shopping, deliveries, and amenities bookings. Techcieerge HOTEL delivers the property’s offerings directly to the resident or guest. As a web-based solution and hardware independent, techcieerge HOTEL works over any Internet connection, any touch-tone phone, wireless or wired touch-pad, or IPTV set-top box. Techcieerge HOTEL integrates with the property management companies back end.

“Control4 has transformed the automation industry in the hotel space with an attractively simple and affordable operating platform,” said Bart Savage, Director of Sales and Marketing at Simplikate. “We look forward to working with Control4 to offer access to the Techcieerge HOTEL services through the Control4 network.”

Control4 Suite Systems provides the hospitality industry a practical, reliable automation operating system that is affordable. For new property construction, operators will see significant savings in construction costs because the Control4 Suite Systems’ wireless features eliminate virtually all in-room low-voltage wiring, and require less conduit, labor and materials for control and lighting systems than traditional wire-based systems.

About Control4

Control4 is the platform for today's digital home and hotels. The company makes everyday life easier by providing one-touch control of both new and existing electronic systems. By allowing leading consumer electronics products to easily work together, Control4 provides effortless entertainment, comfort, convenience and peace of mind to owners everywhere. Control4's affordable and easy-to-use software and hardware products enable home theater and television control, multi-room music, smart lighting, temperature control and security integration, through a range of on-site and over-the-web remote control technology. The company delivers both wired and wireless solutions that can be installed in existing properties as well as new construction. Visit www.control4.com for more information.

About Simplikate

Simplikate is the technology arm of the largest property management company in the US – First Management Partners. Simplikate's property management and SMART Building solutions technology is in over 6000 communities and 1.2 million units.

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