



For Immediate Release

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Bittel USA Becomes Preferred Vendor for Best Western Hotel Chain

(Roseville, CA) – February 13, 2008 – In just one year since its entrance into the United States, Bittel USA, an alliance partner with one of the world's largest manufacturers of guestroom telephones, has gained momentum in the hospitality industry and was recently named a Preferred Vendor for the Best Western hotel chain.

Bittel's unique, feature-rich telephones are specifically designed to meet the needs of the hospitality market by offering solutions for any size hotel at any budget; making the company a perfect candidate for hotel brands such as Best Western.

Bittel is a technology leader in guestroom telephone solutions and offers unique, patented features such as *Never-Off*, a busy dial tone disconnect and reset feature that disconnects the line from an accidental off-hook condition and, after a time delay, resets the phone to accept incoming calls. Other features unique to Bittel phones include *Safe-Redial*, which provides convenient last number redial storage with the added security of automatic number deletion after a configured time delay; and the *No-Hook Hook Switch*, which features no mechanical components and enhances the maintenance free and functional performance capabilities of the telephone.

"In today's competitive market, it is important to provide a superior product with features the guest has a right to expect; together with a price and service level the purchaser deserves," said Richard Reyer, VP of Sales and Marketing for Bittel USA. "We promise to provide functionality and outstanding service to our customers; surpassing the competition. Bittel USA is proud to be recognized as a Best Western preferred vendor."

By keeping the design, development, and manufacturing of its product line in one location, Bittel USA is able to offer the highest quality guestroom telephones; utilizing streamlined logistics, through a select number of distributors, and minimize the cost for the end user.

For information about Bittel USA guestroom telephones, please call 888-4BITTEL or visit www.bittelusa.com.

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