

## **PRESS RELEASE – FOR IMMEDIATE RELEASE**

### **Extenway goes green by enabling hospitality firms to actively engage with their guests in-room and contribute to a more environmentally-friendly stay.**

**17 June 2008.** Extenway Solutions Inc. (TSX Venture Exchange: EY), the innovative Interactive TV and Guest Media Solutions provider announced today that it was expanding its solution offering to include an environmental support module.

Tourism is a key contributor to human development, whether as an economic growth engine, a driver of social and cultural awareness, or a vehicle for environmental stewardship. With almost 900 million international arrivals in 2007 and 1.6 billion forecast for 2020 the challenge is to consolidate and focus the benefits, while continuously reducing the carbon footprint.

The tourism industry is increasingly aware that “going green” can both save money and prevent pollution, since all waste essentially represents a loss in profit and resources. Benefits in pursuing environmentally-friendly initiatives can include cost savings, reduction in risks to human health and safety, reductions in liability for environmental problems and insurance needs, greater protection of the environment and conservation of natural resources, and last but not least, an enhanced public image.

“We are very excited to announce the addition of an eco-module to our Guest Media Solutions” said Jack McAllister, President of Extenway. “Our hospitality clients will now be able to extend their sustainability strategy and communications right into the guest-room and interact with their clientele in a more effective and meaningful manner. They will be able to deliver key messaging on the importance of going green, details on their corporate strategy, educate their guests on how they, individually, can directly contribute to making their stay greener, enable guests to calculate the carbon footprint of that particular trip, and even, with the touch of a button, make a donation to various carbon reduction programs like “plant a tree”.

“We believe the addition of our eco-module will have a major impact on our hospitality clients’ ability to pursue, communicate and engage over their individual environmental strategies. We also see this new addition to our solution portfolio as further confirmation that Extenway is continuing to be a leading driver of innovation in the industry”

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#### **About Extenway Solutions, Inc.**

Extenway Solutions Inc. is a trusted provider of Interactive TV and Guest-Media Solutions to the Hospitality industry. Extenway enables luxury hospitality firms to transform their guestroom TV into an elegant, interactive and profitable asset. In addition to premium entertainment, Extenway solutions allow hospitality organizations to intelligently manage and coordinate all in-room guest interactions and communications, as well as deliver actionable guest insight to empower key service and marketing initiatives. Extenway enables luxury hoteliers to build satisfaction, one guest at a time.

For more information, visit [www.extenway.com](http://www.extenway.com)

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The above disclosure contains certain forward-looking statements that involve substantial known and unknown risks and uncertainties. These forward-looking statements are subject to numerous risks and uncertainties, certain of which are beyond Extenway's control, including: the impact of general economic conditions, industry conditions, increased competition, the lack of availability of qualified personnel or management, fluctuations in foreign exchange or interest rates, stock market volatility and market valuations of companies with respect to the announced transactions and the final valuations thereof, and obtaining required approvals of regulatory authorities. Extenway's actual results, performance or achievement could differ materially from those expressed in, or implied by these forward-looking statements and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what benefits, including the amount of proceeds, that Extenway will derive therefrom.

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