



For Immediate Release:

HarborLink Launches Turn-Key, White-Labeled Wi-Fi Hotspot Product for Telecom Carriers, Cable Operators, ISPs and other Resellers in North America

Partners can immediately offer hotspot product to their retailer and other venue customers

DAYTON, OHIO (USA) March 1, 2011 – HarborLink Network Ltd, a leading operator of public Wi-Fi networks in North America, has launched a managed services division to support telecom carriers and mobile operators, cable MSOs, Internet Service Providers, Systems Integrators and other Resellers who want a turn-key Wi-Fi hotspot solution offered under their brand for their business customers.

HarborLink’s White-labeled Hotspot product supports many types of venues, such as:

- Restaurants/Cafés
- Bars/ Night Clubs
- Marinas
- Parks & Recreation
- Retail Stores
- Health Clubs
- Sporting Arenas
- Hospitals/ Clinics
- Fuel & Convenience
- Bus & Train Stations
- Convention Centers
- Schools & Colleges
- Libraries
- RV Parks/Campgrounds
- Hospitals/ Clinics
- Municipal Coverage

The service is customized dependent on each Partner’s needs, and offers the following benefits:

- Secure, fully managed, monitored and maintained 24x7
- Ability to support both public and private-side applications over same infrastructure
- Flexibility to offer free or paid hotspot access to end users
- Branded login screens optimized for both laptop and mobile devices
- Unique text messaging solution for venues to extend promos to their customers
- Opportunity to monetize service with 3rd party advertising and other content
- Roaming enablement and seamless authentication for consumer Wi-Fi devices
- Graphical usage and other network statistics reporting
- Fully compliant with law enforcement requests for end user tap-n-trace (e.g. CALEA)
- Support for web filtering of objectionable content
- POS material fulfillment (e.g. “Wi-Fi Here” window clings; tent cards)

“Wi-Fi Hotspots have become an important differentiator for retail establishments, restaurants and other venues looking to attract and retain customers,” said Robert Brown, HarborLink’s Global Vice President of Sales & Marketing. “By Partnering with HarborLink, carriers and other resellers can now offer an immediate Wi-Fi hotspot product under their brand, without adding IT resources or incurring significant capital expenses.”

About HarborLink Network:

HarborLink Network, Ltd. is a leading provider of Internet hotspot access, integration and network management services in North America. HarborLink’s extensive Wi-Fi network is deployed in some of the most well known, heavily frequented venues in North America, providing more places than ever for customers to get online when away from their home or office. For more information about HarborLink Network, please visit www.harborlink.net.

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