



FOR IMMEDIATE RELEASE

Richard Robinson Named Chief Executive Officer of Acentic

COLOGNE, Germany – July 1, 2010 – Acentic, a leading supplier of digital interactive TV (iTV) and broadband systems for the hotel industry, announced today that Richard Robinson has been named chief executive officer, effective July 1st. Robinson is a 20-year veteran of the media industry, including 15 years in hotel television technology, and has been an executive director at Acentic since its founding in 2003.

Robinson takes the helm at Acentic at a time when the company is experiencing solid growth internationally and serves customers such as Starwood, Hilton and InterContinental. He will continue to focus on extending Acentic's digital TV and high speed Internet access (HSIA) services throughout the European market and to the Asia-Pacific region, the world's fastest growing hotel market.

As chief operating officer, UK, Robinson has delivered major contract wins with Hilton, Marriott and InterContinental and has been instrumental in Acentic's strategic planning process with direct responsibility for overall business performance of three international territories. At a group level he has been responsible for the overall guest proposition and both acquisition and merchandising of all content. During his tenure, Acentic has seen a fourfold increase in sales volumes with 40 percent market share.

Before joining Acentic in 2003, Robinson was marketing and development director at Granada, one of Europe's leading TV media businesses and former owner of Le Meridien. He developed Granada's brand proposition and was directly responsible for all guest-derived income where his consumer marketing experience realised significant success. At Granada, he also previously served as trade marketing controller, product manager, financial reporting manager and management accountant.

Robinson studied accounting and international finance at Nottingham Trent University and has attended numerous professional development courses, including the KPMG Senior Executive Development Programme, the Chester Karrass Programme and courses run by Chartered Institute of Marketing and the Institute of Direct Marketing. He acts as a Young Enterprise business advisor providing commercial experience in marketing to sixth form students.

Robinson succeeds Alistair Forbes, who served as Acentic's CEO for seven years.

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About Acentic Group

Acentic is an international provider of digital TV and broadband services to hotels. Acentic's digital content, technology, support and services deliver entertainment and revenue generation tools via the hotel television, providing a unique communications system that meets the evolving lifestyles of guests. Acentic's digital TV and broadband services are in many of the world's leading hotel chains including Accor, Dorint, Intercontinental Hotel Group, Hilton, Hyatt, Maritim, Marriott, Mövenpick and Starwood in more than 30 countries in Europe, Middle East and Africa. For more information, visit www.acentic.com.

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