QUICKEN LOANS ARENA BECOMES FIRST SPORTS VENUE TO INTRODUCE “WIRELESS TOUCHSCREEN CONCIERGE” USING SMARTTOUCH TECHNOLOGY

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Quicken Loans Arena Becomes First Sports Venue to Introduce Wireless Touchscreen Concierge Using SmartTouch Technology

CLEVELAND (RPRN) 01/12/12 — leveland Cavaliers and ARAMARK Provide In-Suite Guests with iPads to Order

Food, Tickets, Merchandise and More in Real Time

With just a touch of a fingertip, Quicken Loans Arena (“The Q”) suite holders are entering a new dimension of service excellence. In partnership with ARAMARK, the arena’s exclusive food and beverage provider, The Q is introducing SmartTouch technology using Apple’s iPad™ into its 92 luxury suites to deliver guests a richer hospitality experience utilizing 100 percent wireless touch screens. Convenience has never been so cool.

Home to the NBA Cleveland Cavaliers and AHL Lake Erie Monsters, Quicken Loans Arena is the first sports and entertainment facility in the country to debut the innovative SmartTouch technology that enables suite guests to order food and drinks, purchase merchandise, event tickets and more with a tap of a screen, all from the comfort of their suite.

Developed by New York-based Incentient, a company creating and maintaining visionary hardware and software solutions to unite clients with their customers, SmartTouch is a fully customizable interactive guest experience operating on a 19-inch iPad 2 and enabling two-way communication in real time. With SmartTouch, The Q's products and services are brought to life for customers in a compelling, interactive format using proprietary software offering the opportunity for boundless content delivery and customization.

"Our partnership with ARAMARK, to be the first to bring SmartTouch to our suite holders, reflects our focus to continue earning their support by providing the best service, fan experience, cutting-edge technology and facilities in all of sports and entertainment," said Len Komoroski, president, Cavaliers and Quicken Loans Arena.

By integrating the latest wireless technology into the arena experience, Quicken Loans Arena and ARAMARK are creating an even more interactive, fan-friendly way for guests to enjoy sports and entertainment events. In addition to the convenience of being able to order food and beverage off the menu for delivery to the suite, SmartTouch features tabs designed specifically to enhance the service experience for Quicken Loans Arena suite holders. Those features include:

Merchandise – order team gear from the Cavaliers Team Shop

Event calendar – see what special, sporting and concert events are coming to The Q in future days, weeks and months

Purchase tickets – purchase tickets for all upcoming events at The Q

Stats and scores – view game scores and stats in real time

Concierge – obtain useful information about The Q and other area businesses and services

“Fans are accustomed to the conveniences of mobile and wireless technology and we’re continuously looking for ways to enhance and customize hospitality offerings through the use of new technology,” said Kelly Romano, ARAMARK general manager, Quicken Loans Arena. “We’re excited to work with the Cavaliers to introduce a new way for fans to experience events at The Q.”

SmartTouch’s plug-and-play technology is easy to manage and update and allows arena operators to mine for data letting them know in real time what information guests truly want and which offerings are selling best.

“The application success at The Q is another clear example of Incentient's mission to better connect our clients to their customers" says Patrick

Martucci, CEO, Incentient. “Quicken Loans Arena suite holders will now have a dynamic, real-time connection during Cavs and Monsters games and events, which in turn provides a richer fan experience. This deeper customer connection will continue to be the driving focus of all of our products.”

For more information, go to www.Incentient.com or www.theQArena.com.

ABOUT QUICKEN LOANS ARENA-CLEVELAND, OHIO

Northeast Ohio’s premier sports and entertainment destination, Quicken Loans Arena, also known as The Q, is home to the NBA’s Cleveland Cavaliers, the American Hockey League’s Lake Erie Monsters, the Arena Football League’s Cleveland Gladiators and host to the best entertainment in the region. Each year “The Q” welcomes nearly 1.5 million people at 200 plus events that include Cavaliers basketball, Monsters hockey, world-class concerts, family shows and signature sporting events. Quicken Loans Arena is operated by a group led by Cavaliers majority owner Dan Gilbert, the chairman and founder of Quicken Loans, Inc., the nation’s largest online home mortgage lender. Since 2005, Gilbert has a led the ownership group’s more than $40 million investment in renovations and upgrades at Quicken Loans Arena featuring new seats, state-of-the-art scoreboards, new lighting technology, an enhanced sound system, remodeled team locker room, in addition to a re-designed and expanded multi-million dollar Cavaliers Team Shop. These investments reflect Gilbert’s commitment to operating the Cavaliers, Monsters and Quicken Loans Arena in a fan-centric way that is second to none.

ABOUT ARAMARK

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. The company is recognized as one of the "World's Most Ethical Companies" by the Ethisphere Institute, as

the industry leader in FORTUNE magazine's "World's Most Admired Companies," and as one of America's Largest Private Companies by both FORTUNE and Forbesmagazines. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 255,000 employees serving clients in 22 countries. Learn more at www.twitter.com/aramarknews

ABOUT INCENTIENT

Incentient provides services for hospitality venues including restaurants, hotels and resorts and sport and entertainment arenas. By creating and maintaining unique hardware and software solutions, Incentient exclusively unites clients with their customers by adding value to the supply chain experience. In addition to SmartCellarsm, Incentient developed the SmartTouchsm system – a touch-screen flat panel featuring proprietary software encouraging guests to control their hospitality experience from within the security of their rooms (this includes, but is not limited to room service, valet, housekeeping, concierge and spa, among others). Incentient's patent-pending solutions are currently being marketed around the world, with technology currently installed in 14 countries including the United States, Canada, France, Switzerland, Hong Kong and the United Arab Emirates. For more information, go to www.incentient.com.

ABOUT SMARTTOUCHsm

Created by New York-based Incentient, SmartTouch delivers guests a richer hospitality experience utilizing the Apple iPad™. For hotels and resorts, guests now easily access hospitality services, such as concierge and room service, without having to make a phone call and be left on hold or leave their room. SmartTouch is also available for theaters and arenas by enabling guests to order tickets, food, drinks and merchandise from their seats. Incentient can customize the design the look and feel to branding. Proprietary software offers the opportunity for boundless content and customization. The

plug-and-play technology is not only intuitive but also able to be multi-lingual. SmartTouch is currently marketed throughout North America, Europe, the Middle East, and Asia. For more information, go to www.incentient.com.

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