



PRESS CONTACT: SAM FIRER * STEVEN HALL * LISA HAMMER 212-684-1955 * info@hallpr.com

Hall Company *New York Los Angeles San Francisco Tokyo* www.HallPR.com

161 West 23 Street, 3rd Floor New York, New York 10011 Phone: 212-684-1955 Fax: 917-477-2043
548 S. Spring Street, #109 Los Angeles, California 90013 Phone: 213-985-2264 / 323-533-7752

First in Canada: Brookstreet Launches SmartCellar Solution

Ottawa's Only Four-diamond Hotel and Restaurant offers Innovative iPad Wine List with SmartCellar™ Technology

Tuesday October 26, 2010 – OTTAWA: Brookstreet announced today that it will implement SmartCellar to enhance the experience for its dining clientele. This latest technology implementation by the four-diamond hotel will increase convenience for guests and reduce dependency on printed matter. This innovative solution will provide guests with an interactive, handheld device that offers wine selections by the bottle or the glass.

“We are always pursuing cutting edge technologies to optimize sensational experiences for our guests.” said Brookstreet Hotel Executive Vice-President Patrice S. Basille. SmartCellar not only displays the regular printed wine list and pricing, but it also includes photography of each wine label and an interactive experience that offers different ways to sort through the wine list, and provide more information than the traditional wine list ever could.

Brookstreet's four-diamond Perspective Restaurant will assure its guests that their selection is always available as the system updates inventory automatically and will not display a wine that is out of stock. The hotel boasts an onsite sommelier that regularly pairs wines with new menu items each month and offers wine flights with it's table d'hôte and blind tasting menus. Committed to fine foods and fine wines, Brookstreet also hosts many Food & Wine Raves each year that feature “battles” between Canadian and International wines.

About Brookstreet:

Brookstreet is Ottawa's leading four-diamond hotel with world-class facilities, including the four-diamond Perspectives Restaurant, The Marshes championship golf course and full-service Au Naturel Spa. Brookstreet's Perspectives Restaurant features Executive Chef Clifford Lyness' innovative, award-winning culinary creations featuring top-quality regional ingredients. Since opening in 2003, Perspectives Restaurant is the proud recipient of the Wine Spectator Award of Excellence as well as the Four-Diamond Award from CAA/AAA. For more information about Brookstreet, see: www.brookstreet.com.

About Incentient:

Based in Plainview, New York, Incentient is a transaction services company that is just beginning to modernize the hospitality industry in its entirety. In the past year, Incentient has developed groundbreaking software that allows guests to directly control their hotel experience, from room service to housekeeping, within the comfort of their own room using a simple touchscreen. As their client base extends to the restaurant industry, Incentient is at the forefront with their new just-released product for wine-heavy venues, SmartCellar.

For more information about Brookstreet, please contact:

Caroline Savignac

Communications Manager

Brookstreet Hotel

Phone 613-271-5476