

## PRESS RELEASE

**Germantown, MD  
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### **For The Third Year In-A-Row, Pinnacle Receives at&t DIRECTV Recognition Award for Hospitality Industry 'HBO' Sales Success**



2015—2016—2017

“I am really proud of our sales team for their consistent ability to retain the top spot in this area of our business”, says Corey St. Germain, Pinnacle VP Sales, “This is a very competitive marketplace and it takes more than price to be successful and I know that no other supplier has better customer service than we do.”

Pinnacle was the first company to offer hotels DIRECTV “DRE” which stands for ‘Direct Residential Experience’ in 2012 and has lead the industry in DRE installations to lodging and hospitality ever since.

Visit The DIRECTV Page On The Pinnacle Website:

<http://www.pinnaclecommunications.com/product-directv.htm>

DIRECTV is one component of Pinnacle’s turn-key Hospitality Industry solution, ‘HOTEL360’ that provides a complete end-to-end custom configured bundle of systems and devices all designed to operate together on a single network. Everything in the guestroom from phones, internet access, TV’s and TV programming is an integrated part of Hotel360, combined with all of the administrative systems, surveillance and other applications all under a single service agreement.

“Ever since we first introduced Hotel360 in 2010, it has become an industry standard and benchmark ,” adds, Bill Mitchell, Pinnacle CEO / VP Cloud Solutions, “we used to hope for 3-4 installations per-month, now we do that many per-day. DIRECTV is such an important partner for us and very much a key element of our continued success.”

For information about the Pinnacle HBO solutions, contact::

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