

ZAPLOX

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FOR IMMEDIATE RELEASE:

Zaplox Appoints George Winker as Vice President of Sales and Business Development as Part of Global Expansion

Innovator of hotel mobile key services taps industry veteran to help fuel growth in the North American market

DALLAS — JUNE 30, 2015 — Zaplox, a market innovator of advanced mobile key solutions for the hospitality industry, announces the appointment of George Winker as Vice President of Sales and Business Development for the company. The move heralds an aggressive growth initiative for Zaplox in the North American market, as they continue to expand their client base of hotels and resorts worldwide.

Zaplox' mobile access technology has been proven in commercial use since 2011, providing secure and convenient access, as well as ancillary services to hotels, holiday dwellings and corporate offices. With the interest in mobile key applications growing rapidly over the past year in the hospitality market, Zaplox has further developed and customized its comprehensive platform for the hotel market, and is committed to helping hotels and resorts worldwide integrate the solution into their guest-facing mobile strategies.

Winker's appointment coincides with the company's North American growth initiative.



George Winker, VP, Sales & Business Development

“Mobile access solutions are revolutionizing the hospitality industry in the same way that electronic locks did several decades ago,” says Magnus Friberg, CEO of Zaplox. “We have spent the past five years developing and perfecting our platform with a strong focus on security and revenue creating services. With this proven solution, we are now ready to roll it out to the market and are experiencing a great deal of success in new markets such as Asia and the U.S. By

establishing a new office in North America, we will be better able to serve our customers in this region and are happy to welcome George Winker to Zaplox, as of June 29th.”

Winker has an extensive background in the hotel sector, having spent the past 27 years with one of the hospitality industry’s leading providers of locking and security solutions. During his tenure there, he served in a variety of roles from operations to sales management, most recently serving as Vice President / Business Development for the past five years. In his new position as Vice President of Sales and Business Development at Zaplox, Winker will be responsible for driving growth in the North American hospitality market.

“My decision to join Zaplox after so many years in my previous position was not a move that I took lightly,” said Winker. “However, Zaplox presents an exciting opportunity, having developed a highly innovative solution with a proven mobile key application that also includes a comprehensive range of revenue-enhancing services, all in a well-designed bundle. Zaplox is a young and dynamic company, totally focused on providing mobile key services, and since they have been in commercial use since 2011, have been thoroughly proven. I am looking forward to meeting both old and new customers to inform them about the benefits of the mobile key services that Zaplox provides.”

Winker will be based at Zaplox’ new North American headquarters in Dallas, and can be reached at +1 214-697-6627 or by email at George.winker@zaplox.com. For more information, please visit www.zaplox.com.

About Zaplox | Zaplox operates globally, offering hotels and other commercial facilities efficient and secure mobile key services for opening doors with smartphones, in combination with revenue making services, all in one app and service platform. The solution from Zaplox has been in commercial use since 2011, and is installed in hotels, holiday dwellings and offices. It is easy to use and works on all major smartphones, in both Apple and Android platforms. The Zaplox solution can support major locks, hotel systems and access systems, and can replace or coexist with key cards, code locks and physical keys. Zaplox was founded in 2010 in Ideon Science Park, Lund, Sweden. For more information, please visit www.zaplox.com.

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