



**December 8, 2008  
For Immediate Release**

**Contact: Mary Godleski  
609-348-7021  
[mgodleski@accenter.com](mailto:mgodleski@accenter.com)**

**ATLANTIC CITY CONVENTION CENTER, BOARDWALK HALL  
“ALWAYS TURNED ON” TO FREEFI NETWORKS'  
FREE WI-FI SERVICE**

*Combined Venues Could Be the East Coast’s Largest Free WiFi ‘Hotspot’*

**Atlantic City, NJ. -- December 8, 2008 --** FreeFi Networks ([www.freefinet.com](http://www.freefinet.com)), a Los Angeles-based company offering content and advertiser-supported Public Internet Wi-Fi access, in partnership with the Atlantic City Convention Center and Historic Boardwalk Hall, today announced what could be the East Coast’s largest free WiFi ‘hotspot.’ With the installation of the advertising supported network, consumers and visitors at both locations will be able to enjoy a high speed, modern and fully functioning WiFi connection.

The Atlantic City Convention & Visitors Authority (ACCVA) awarded FreeFi a multi-year contract with the facilities. The free public access WiFi network covers nearly the entire footprint of the Convention Center, including all five exhibit halls and pre-function areas, as well as the adjacent rail station, and Historic Boardwalk Hall, the city’s special events venue located on the world’s famous Boardwalk.

"The new Wi-Fi service is an important part of the ‘Always Turned On’ strategy for upgrading the Convention Center and Boardwalk Hall," said Jeff Vasser, president of the ACCVA. "We are always looking to add amenities that help us reach our goal of making our buildings the most convenient, comfortable, environmentally and economically sustainable large event venues on the East Coast."

“As a growing provider of free Wi-Fi, FreeFi is committed to bring the best network and service to its customers, and to expand its brand nationwide. We believe we are operating the largest free Wi-Fi ‘hotspot’ on the East Coast with this partnership,” said Richard Bogen, managing director of FreeFi Networks. “We have developed a custom, venue-specific public

*-Continued-*

network that is fast, easily accessible and economically sustainable based on advertising. In addition to the network, FreeFi has also created a content bar that presents the unique local qualities about Atlantic City that the Convention Center and Boardwalk Hall visitors want to know about.”

“A priority for meeting planners who book large events is Internet access. Long lines for Internet kiosks during conventions looks like rows of unhappy guests to a meeting planner,” said Gary Musich, vice president of convention development for ACCVA. "Being able to tell our customers they will not be cut off from their office or e-mail during an event will help boost attendance and improve the experience. More than ever, Atlantic City must be proactive and creative in addressing the needs of planners, exhibitors and attendees."

For clients who require other options, such as private Wi-Fi with more bandwidth or wired connections for private LAN, the Convention Center and Boardwalk Hall can provide several levels of service. “We understand some of our clients at both facilities will continue to depend upon uninterrupted service or request special networks built to accommodate their needs. Our Client Utilities department at the Convention Center will ensure all customers will get the level of support they desire,” said Charlie Beirne, regional general manager of the Atlantic City Convention Center and Boardwalk Hall/SMG.

FreeFi Networks plans continued expansion into additional airports and large public venues around the country. FreeFi sponsors have included Microsoft, Toyota, Verizon, American Express, Charles Schwab, Holiday Inn, Zappos.com, Ford and Toshiba. FreeFi clients include Denver International Airport, the world’s largest free Wi-Fi airport, and it’s most recent launch at the Oakland International Airport.



**Additional Contact Information:**

*Atlantic City Convention & Visitors Authority*

Elaine Zamansky / Michael Bruckler / Karen Martin

609-449-7166 / 609-449-7125 / 609-449-7126

[ezamansky@accva.com](mailto:ezamansky@accva.com) / [mbruckler@accva.com](mailto:mbruckler@accva.com) / [kmartin@accva.com](mailto:kmartin@accva.com)

-Continued-

## *Boardwalk Hall/Convention Center*

Mary Godleski

Marketing Manager

(609) 348-7021 office

[mgodleski@accenter.com](mailto:mgodleski@accenter.com)

### **About the Atlantic City Convention & Visitors Authority**

The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first in New Jersey to achieve Destination Marketing Accreditation by the Destination Marketing Association International. The Authority is among an elite group of 47 accredited convention and visitor bureaus throughout the United States. For complete Atlantic City information, visit [www.atlanticcitynj.com](http://www.atlanticcitynj.com).

### **About FreeFi Networks**

FreeFi provides free Wi-Fi access services while driving revenue to host venues, which will include airports, hotels, convention facilities, college campuses and more. The private, closely held company is led by media and business professionals with backgrounds in online and traditional advertising, wireless infrastructure, real estate and technology and has offices in Los Angeles and Fort Lee, New Jersey. FreeFi Networks plans continued expansion into additional airports and large public venues around the country. For more information about FreeFi Networks, please contact Lawrence Laffer at 818-206-2502 or log on to [www.freefinet.com](http://www.freefinet.com).

### **About the Atlantic City Convention Center**

The Atlantic City Convention Center is the central East Coast's premiere meeting location. The \$268,000,000 center opened in 1997 and offers 500,000 contiguous square feet of meeting space and is convenient to all of the City's hotels. In June 2008, the Atlantic City Convention & Visitors Authority (ACCVVA) and SMG awarded Pepco Energy Services, a subsidiary of Pepco Holdings, Inc. (NYSE: POM) a 20-year power purchase agreement with the Atlantic City Convention Center to install the largest single roof-mounted solar array in the United States. The project is expected to be completed in early 2009. The Convention Center is operated by the Atlantic City Convention & Visitors Authority and managed by SMG. For additional information, visit our website at [www.accenter.com](http://www.accenter.com).

### **About Boardwalk Hall**

Historic Boardwalk Hall, which first opened in 1929, underwent a three year, \$90 million renovation to transform the building into a modern special events arena capable of variable seating for up to 14,770 people. Listed on the National Register of Historic Landmarks, Boardwalk Hall's renovation produced a glimpse into the dramatic and original Roman Renaissance style, while providing a 21st century experience in terms of comfort and amenities. Upon its reopening in 2001, it has been recognized as the destination's premier entertainment venue, known for high profile concerts, family shows, and sporting events. SMG manages Boardwalk Hall on behalf of its client, the Atlantic City Convention & Visitors Authority. Visit us at [www.boardwalkhall.com](http://www.boardwalkhall.com) for more information.

### **About SMG**

SMG is the world leader in facility management, marketing and development, with more than 28 years experience of successful facility management providing the finest services, the greatest entertainment, and the most positive customer experience for the buildings we manage across the United States and around the world. SMG delivers top-notch booking, marketing and sales, construction and operations consultation and operations development. Headquartered in Philadelphia, SMG provides facility services to more than 200 venues in 41 states, Puerto Rico, Mexico, Canada, Europe, China and the Middle East, controls over 1.5 million entertainment seats worldwide and manages more than ten million square feet of exhibition space. For more information about SMG, call 215-592-4100 or visit [www.smgworld.com](http://www.smgworld.com)