

## **EasyLobby® , Inc. Reports Record Sales for Q4 and Full Year 2004**

*Company achieves 100% growth versus FY 2003*

**Needham, Mass. – January 10, 2005** – EasyLobby®, the industry leader in secure visitor management and badge printing solutions, today announced that sales and profit for its fourth quarter and fiscal year ending December 31, 2004 were the highest in the company's seven-year history. Sales growth over 2003 exceeded 100%.

“EasyLobby continues to be viewed as the industry leader in the increasingly important visitor management segment of the security market, as more and more businesses and organizations are realizing that the paper guest book sitting in their lobby is not providing sufficient or accurate information about who is in their buildings, or why,” said Howard Marson, CEO.

New and follow-on orders during the year came from hundreds of Fortune 2000 companies, local and federal government agencies, multi-tenant buildings, hospitals, colleges and schools. The company also continued its aggressive development strategy of tightly integrating its SVM™ (Secure Visitor Management) software with leading access control systems to meet the diverse needs of customers.

“We are very excited to begin the year with a major new upgrade of SVM, version 8.0. This new version provides our customers with enterprise-class, central administration and an unprecedented ability to tailor the program to their specific security needs” added Marson. “Our pipeline of deals entering 2005 is stronger than ever, and we look forward to working with our channel partners to achieve another record year.”

### **About EasyLobby**

EasyLobby® was founded in 1997 to provide the first comprehensive software solution for electronic visitor management. EasyLobby's suite of products provides complete, fast, and secure visitor registration and pre-registration, recordkeeping, reporting and badging. In most organizations today, visitors just scribble a name in a paper guest book. With EasyLobby, visitors electronically scan their ID (license, passport, military ID, business card, etc.), and all relevant information about them is automatically read and captured in a secure database, including their photo and/or signature, the name of the person being visited, the reason for the visit, and their entry and exit times. In twenty seconds or less, the person is professionally checked in and a high quality visitor badge is printed.

With thousands of EasyLobby systems installed and operating globally, EasyLobby has become the world's leading provider of secure visitor management solutions to private sector and public sector companies and organizations, from Fortune 500 companies to government agencies, multi-tenant buildings, schools, hospitals and others. For more information visit [www.easylobby.com](http://www.easylobby.com), send email to [sales@easylobby.com](mailto:sales@easylobby.com), or call 781-455-8558.

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