

## **Gaylord Entertainment Chooses Telwares For Mobility Spend Management**

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### Hospitality Leader Taps Telwares for Technology and Consulting Services

**PARSIPPANY, NJ, September 9, 2008** - Telwares announced today that Gaylord Entertainment (NYSE:GET) has chosen the company's Mobility Life Cycle Management suite of services to maximize its investment in wireless networks at all its U.S. properties. Gaylord Entertainment selected the Telwares solution to better manage rising carrier costs while guaranteeing the organization an optimum mobile communications experience. The Telwares service offering includes contract sourcing and negotiation, rate plan optimization, help desk and wireless provisioning, and audit of the billing environment.

"Telwares immediately understood our challenges and objectives for managing our strategic wireless investments," said Rik Reitmaier, Gaylord Entertainment's vice president of IT. "We recognize the value of providing our employees with uninterrupted wireless service while keeping costs in check and Telwares can provide us with such a solution."

"Our agreement with Gaylord Entertainment underscores Telwares' position as the leading provider of technology and consulting services for telecom expense management," said Bill Walsh, Telwares president and chief operating officer.

"We look forward to partnering with Gaylord Entertainment to deliver visibility, control and savings across their entire telecom spend management life cycle."

#### **About Gaylord Entertainment**

Gaylord Entertainment (NYSE: GET), a leading hospitality and entertainment company based in Nashville, Tenn., owns and operates Gaylord Hotels ([www.gaylordhotels.com](http://www.gaylordhotels.com)), its network of upscale, meetings-focused resorts and the Grand Ole Opry ([www.opry.com](http://www.opry.com)), the weekly showcase of country music's finest performers for 80 consecutive years. The company's entertainment brands and properties include the Radisson Hotel Opryland, Ryman Auditorium, General Jackson Showboat, Gaylord Springs, Wildhorse Saloon, and WSM-AM. For more information about the Company, visit [www.gaylordentertainment.com](http://www.gaylordentertainment.com).

#### **About Telwares**

Telwares is the leading provider of telecommunications spend management solutions to the Global 2000. Headquartered in Parsippany, NJ, Telwares serves the TEM industry's largest client base representing every industry across the globe. Telwares currently holds \$6.6 billion of telecom services under management and has saved clients more than \$5 billion from the \$15 billion of contracts negotiated. Telwares customers additionally profit through the expertise of a management team comprised of experts and thought leaders well known to the industry. For more information, visit [www.telwares.com](http://www.telwares.com).

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