

# SECOND RULE LLC

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## Industry Visionaries Acquire Assets of IP3 Networks

*Real Estate Technology Visionaries Enhance Already Significant Technology Portfolio and Commit to Continue Hospitality Expansion & Development*

**PHILADELPHIA, PA., August 30, 2006** – Responding to continued global demand by hospitality customers and channel partners alike for an affordable solution to support the growing need for triple play technology, Second Rule LLC announced their acquisition of the assets of IP3 Networks.

Second Rule LLC was founded by Andrew Marshall and David Adelman, the industry pioneers behind Pennsylvania based Campus Technologies Inc, a leading provider of voice, video and data for student housing, and an innovative and pioneering provider in the emerging real estate technology sector. All of Campus Technologies' networks built over the last three years are based on IP3's NetAccess technology, an experience which inspired Marshall and Adelman to pursue and acquire the assets of IP3 Networks. Campus Technologies Inc. is a subsidiary of the oldest collegiate housing provider in North America, Campus Apartments, Inc.

"As an experienced network operator, with over three decades experience in telecommunications networks on three continents, we have used most if not all of the broadband and edge gateways in this class at one time or another in a variety of deployments. We were so impressed with the stability and functionality of the NetAccess solution that we have standardized exclusively on this platform, and we were delighted to have the opportunity to participate in the next chapter of the development of this superb product." said Andrew Marshall, the President and CEO of Second Rule LLC. "There can be few stories as compelling as a customer being so impressed with a product that they became the owner of the rights to that product."

"After using IP3's NetAccess gateway over the past three years, we have the utmost confidence in the product and are committed to further develop the IP3 hospitality platform as well as to enhance the product portfolio for other MxU verticals such as student and apartment housing and

Metro markets” said Marshall. “In fact,” adds Marshall, “our stated corporate objective is to become the leading provider of MXU and hospitality broadband gateways, period.”

“One of IP3’s most notable assets is the relationship it has with its loyal customer base, who are undoubtedly the strongest advocates of the product.” said Marshall, “We value those customer relationships highly, and will continue to maintain and extend the tradition of best-in-class customer service that was a hallmark of the previous operating company.”

**About Second Rule LLC**

Second Rule LLC, through its acquisition of the assets of IP3 Networks is a leading provider of access control management products for broadband wireless and wired networks. IP3’s NetAccess family of access control and billing gateways provides highly customizable provisioning, authentication, and network security services that enable hospitality properties, public venues, service providers, and enterprises to manage and control both public and private broadband services. With offices in both Philadelphia, PA, and San Diego, Second Rule LLC is a privately held and financed corporation. For more information, visit [www.ip3.com](http://www.ip3.com). To find out more about the benefits of this acquisition, you are invited to contact IP3 by email at [sales@ip3.com](mailto:sales@ip3.com) or by calling 800-388-5262 toll-free inside the USA, or +1-858-876-0146 internationally.

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