

Announcing the new Safeplace Regional Director for North America:

Welcome William!

Safeplace Ltd. is happy to announce the appointment of William E. Clements Jr. as the new Regional Sales Director for North America. William is well-known in the hospitality industry with over 22 years of sales and marketing experience in security products. For the past eleven years he held various positions with Onity Inc., the latest as Business Development Manager. William holds a BA degree in Criminal Justice and Business Management from Louisiana State University and lives in Mandeville Louisiana.

William is responsible for driving the overall marketing and sales strategy for Safeplace products throughout the United States, Canada and the Caribbean, as well as maintaining and developing our distribution network. We wish William the best of luck in his new position. We have already had the pleasure of hosting him at our yearly marketing seminar in Israel and hope you will soon enjoy the pleasure of meeting him.



The Doubletree by Hilton Istanbul - Moda Chooses Timelox



The Doubletree by Hilton Istanbul-Moda, which opened last year, is the first Hilton hotel on the Asian side of Istanbul, the 2010 European City of Culture. Situated on the Marmara sea coast in Kadikoy, a commercial center and historical residential district of Istanbul, the hotel offers a breathtaking panoramic view from its 247 upscale guest rooms.

The Doubletree by Hilton Istanbul-Moda chose the flexible Timelox Optima Combo Mag/Smart series for all its room locks. The Timelox Optima Combo series allows the hotel to take advantage of smart card technology while saving on lower costing magnetic stripe guest cards for added efficiency and economy. The Doubletree by Hilton also chose the Optima Combo system for its meeting rooms and elevators.



Ismail Hakki Unutmazcan of Can Kardesler Ltd. Istanbul, Timelox' energetic distributor reports that the hotel joins the Four Seasons Istanbul-Bosphorus and the Four Seasons Istanbul-Sultanahmet as satisfied Timelox customers in Turkey.

Optima Door Lock

Safeplace Wins Fairmont Global Contract

Safeplace is no stranger to the exclusive hotels and resorts of the international Fairmont chain. Now Safeplace is proud to announce the signing of a new global contract with Fairmont in recognition of our fine products and service.

Safeplace is proud to be a supplier to the Fairmont chain, whose diverse portfolio includes historic residences, elegant resorts and modern city center hotels. Among the fine Fairmont properties which have installed Safeplace are The Plaza by Fairmont, N.Y.C., Fairmont Copley Plaza, Boston, Fairmont San Francisco, Fairmont Miramar Santa Monica, Fairmont Newport Beach, the Fairmont Royal York and Fairmont Vancouver in Canada, and many more.



Setting Sails with the Celebrity Silhouette

Later in 2011, the Celebrity Silhouette will join the superb fleet of Celebrity cruise liners. Like its sister ships the Celebrity Equinox and Celebrity Eclipse, the Silhouette has chosen Safeplace for all its guest cabins. When the Silhouette sets sail on its maiden voyage, some 1660 Safeplace Magna 500 will be along for the ride - and the security of the passengers.

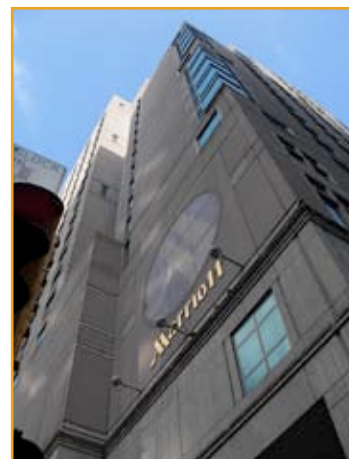
Celebrity Cruise Lines was founded in 1989 and merged with Royal Caribbean International to form Royal Caribbean Cruises Ltd. in 1997. Today Celebrity sets the standard for high quality and superior design in its European and Caribbean cruises.

The Celebrity Silhouette will include the best-loved Solstice® Class features and new ones like outdoor grilling in the new Lawn Club Grill, international craft beers in Michael's Club and sweeping veranda views in 85% of the staterooms.

Up in Downtown

With 1,332 room and 76 suites, the Philadelphia Marriott Downtown is one of the largest hotels in the Marriott chain. Located in the heart of Philadelphia's business and historic district and connected directly to the Pennsylvania Convention Center by skywalk, the hotel is presently completing a major renovation project. The renovation involves updated high-tech amenities and security features, a stylish contemporary décor and Safeplace Tiara Top-Opening safes in every guest room.

Safeplace is a veteran supplier to the Marriott chain. The past year saw new Safeplace installations in the Atlanta Airport Marriott Gateway, Marriott Chicago O'Hare, Marriott Hanover, and the New York Marriott Marquis, all in the U.S., as well as the JW Marriott Chandigarh, India, Marriott Melbourne, Australia, Marriott St. Pancras, U.K., Courtyard Paris Arcueil, France and more.



Safeplace

when it counts

Head Office: Safeplace Ltd. Tel: +972-8-8579579, Fax: +972-8-8604884, sales@safeplace.co.il

Asia Pacific Office: Tel: +65-6270-1268, Fax: +65-6270-0907, safepl@signet.com.sg

North America Office: Tel: 985-801-9295, Fax: 504-324-0246, william.clements@safeplace.co.il

Worldwide Sales & Service:

Argentina, Australia, Austria, Azerbaijan, Belgium, Brazil, Bulgaria, Chile, China, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Egypt, Finland, France, Georgia, Germany, Greece, Guatemala, Holland, Hong Kong, Honduras, Hungary, Iceland, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Kenya, Korea, Laos, Latvia, Lithuania, Luxembourg, Macau, Malaysia, Malta, Mexico, Nepal, New Zealand, Norway, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Turkey, U.S.A., United Kingdom, Uruguay, Venezuela, Vietnam, Zimbabwe.

TIMELOX®
By Safeplace