



INSOMNIAC Collects Over \$5 Million in Rental Fees

OpenTech Releases Detailed Kiosk Usage Numbers for First Half of 2007

PHOENIX, Arizona – August 7, 2007 – OpenTech Alliance, Inc. today announced it has surpassed the \$5 million mark in rental fees collected by its INSOMNIAC™ kiosks at their client’s self-storage facilities across North America with the most recent \$1 million in revenue being collected in just ten weeks. The company also released detailed, kiosk usage numbers for the first six months of 2007, giving the world a peek into usage patterns and the growing popularity of self-service convenience at storage facilities.

Self-storage owners have already purchased over 200 self-service INSOMNIAC kiosks to date. OpenTech reported 75 kiosks were online as of January 1, 2007 and another 56 came online during the period ending June 30, 2007. For the first half of 2007, consumers used INSOMNIAC kiosks to rent 2,510 storage units, make 16,457 payments, and purchase 1,456 locks, representing a total of \$2,004,344 in self-service transactions.

Move Ins	Quantity	Percentage
Office Hours (Mon.-Sat., 9am-5pm)	1,629	65%
Outside Office Hours	881	35%
Summary Results Based Upon Day of the Week		
Weekday	1,669	66%
Saturday	510	20%
Sunday	331	13%

New Rentals Taken January 1, 2007 through June 30, 2007

Payments	Quantity	Percentage
Office Hours (Mon.-Sat., 9am-5pm)	8,512	52%
Outside Office Hours	7,945	48%
Summary Results Based Upon Day of the Week		
Weekday	11,945	73%
Saturday	2,529	15%
Sunday	1,983	12%

Payments Received January 1, 2007 through June 30, 2007

“I applaud OpenTech for sharing these usage numbers with the industry,” said Jim Chiswell, a prominent self-storage authority and President of Chiswell & Associates LLC. “When you realize the average residential storage customer can stay eight months or longer and if their average rent was \$85 per month, the value of kiosk new rentals brought in for this six month period represents approximately \$1,706,800 or more in revenue for self-storage owners.”

Chiswell pointed out, “It’s also important when you realize that 52% of payments took place during regular office hours. This clearly shows the support the kiosks are providing

on-site managers and that customers are comfortable using self-service technology. As the impact of our Spanish speaking population continues to expand, I believe INSOMNIAC's Spanish text and speech options will be a great potential asset to managers that are not bi-lingual."

"In 2006, consumers throughout the world booked 560 million plane tickets, rented 600 million DVDs, printed 8.8 billion digital photographs, and purchased \$300 billion in goods and services through self-service systems," said Curtis Sojka, Vice President of Marketing for OpenTech. "We're releasing these INSOMNIAC usage numbers today to demonstrate how self-service is taking off in our industry too and to serve as a benchmark for future reporting periods."

OpenTech Alliance, Inc. is the leading developer of self-storage kiosks. Its INSOMNIAC line of self-storage kiosks improves customer convenience, reduces operating costs and increases revenues for self-storage facilities. For more information or to see an online demo, please visit www.opentechalliance.com or call (602) 749-9370.

Jim Chiswell is the owner of Chiswell & Associates, which has provided feasibility studies, acquisition due diligence, and customized manager training for the self-storage industry since 1990. He is also co-founder of the Self Storage Education Network (www.selfstorageeducation.net), providing online-based manager and owner education. Mr. Chiswell may be reached at (434) 589-4446 or www.selfstorageconsulting.com.

Press Contact:

Curtis Sojka
OpenTech Alliance, Inc.
(602) 749-9370
news@opentechalliance.com

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