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Cemtrex Announces Choice Hotels as Latest SmartDesk Client

Long Island City, NY, Jan. 03, 2019 (GLOBE NEWSWIRE) -- [Cemtrex Inc.](#) (Nasdaq: CETX, CETXP, CETXW), a leading global technology company, today announced that Choice Hotels International (NYSE: CHH) has become the latest organization to adopt the [SmartDesk](#) for their offices.

“We are thrilled to have Choice Hotels on board,” said Cemtrex’s CEO and Chairman, Saagar Govil. “Choice Hotels International is one of the largest and most successful lodging companies in the world. Imagine being on a business trip and not having to spend the evening working on a 14” laptop screen but rather a 72” SmartDesk touch screen advanced workstation as well as take advantage of other convenient features like video conferencing. We believe that many business travelers would pay a premium for guest rooms with SmartDesks and gravitate towards hotels that keep up with technological innovation. The hospitality vertical is a key market we will continue to focus on in the coming months for SmartDesk adoption. This relationship, with Choice, we believe can lead to several thousand units sold over the next year or two as hotels look to deploy SmartDesks.”

The hospitality industry presents a unique opportunity for the SmartDesk as many business travelers often encounter outdated technology at hotel business centers. The hotel industry worldwide offers numerous applications where the SmartDesk can improve workflows, from hotel business centers to each guest room itself and the Company intends to pursue it aggressively.

Choice Hotels currently franchises more than 6,800 hotels, representing more than 500,000 rooms, in more than 35 countries and territories. The company, which is one of the largest hotel chains in the world, owns several hotel brands ranging from upscale to economy, including the Ascend Hotel Collection, Cambria Hotels, Comfort, Sleep Inn, Quality Inn, Clarion, MainStay Suites, WoodSpring Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

The SmartDesk sells for an average price of \$5000 per desk and the Company has received orders for SmartDesks from customers in a variety of different industries and for planned uses in different applications. The Company continues to receive orders for use in financial companies, logistics companies, call centers, innovation labs, universities, engineering firms, advertising firms, software developers, and many more. The SmartDesk has recently received positive reviews and coverage from various tech and consumer outlets, including:

- [Bloomberg Markets AM](#)
- [Entrepreneur Radio](#)
- [Business Insider](#)
- [The Verge](#)
- [CNET](#)
- [TechSpot](#)

- [DesignMilk](#), and more.

Cemtrex's SmartDesk is poised to be the most advanced workstation on the market. A blend of futuristic hardware and groundbreaking productivity software, the SmartDesk delivers an efficient user experience in a luxurious package. With a built-in 72-inch, high resolution multi-touch display, integrated proprietary touch and touchless gestures as well as the ability to scan documents directly on the desk, wireless connectivity for full access to the cloud, and next-generation wireless charging capabilities for mobile devices, the SmartDesk offers a solution which no other Company currently offers in the market today. The Company also has several patents pending based on the proprietary technology of the product.

The SmartDesk is positioned as a replacement for the traditional desktop PC. The Company views the potential market for the SmartDesk to be based on desktop PC market which is approximately 100 million units globally and \$80 Billion in size according to research site, Statista.

For more information regarding the SmartDesk please visit <https://smartestdesk.com>.

About Cemtrex

Cemtrex, Inc. (CETX) is the manufacturer of the SmartDesk, the world's most advanced workstation. Cemtrex is a diversified technology company that's driving innovation in a wide range of sectors, including smart technology, virtual and augmented realities, advanced electronic systems, industrial solutions, and intelligent security systems.

www.cemtrex.com

Safe Harbor Statement

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements relating to our new product offerings or any proposed fundraising activities. These forward-looking statements are based on management's current expectations and are subject to certain risks and uncertainties that could cause actual results to differ materially from those set forth in or implied by such forward looking statements. These risks and uncertainties include, but are not limited to: operational losses and negative cash flows; any need for additional financing; market acceptance of our products; our ability to manufacture and develop effective products and solutions; indebtedness to our lenders; current and future economic conditions that may adversely affect our business and customers; potential fluctuation of our revenues and profitability from period to period which could result in our failure to meet expectations; our ability to maintain adequate levels of working capital; our ability to incentivize and retain our current senior management team and continue to attract and retain qualified scientific, technical and business personnel; our ability to expand our product offerings or to develop other new products and services; our ability to generate sales and profits from current product offerings; rapid technological changes and new technologies that could render certain of our products and services to be obsolete; competitors with significantly greater financial resources; introduction of new products and services by competitors; challenges associated with expansion into new markets; and, other factors discussed under the heading "Risk Factors" contained in our Form 10-K filed with the Securities and Exchange Commission. All information in this press release is as of the date of the release and we undertake no duty to update this information unless required by law.

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