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HARD ROCK BILOXI SIGNS ON WITH KOOLCONNECT

Trend-setting casino looks forward to integration of next generation technology and brand enhancement for future guest enjoyment

NEW YORK, NY and BILOXI, MS - JUNE 20, 2005 - No one knows “hip” better than Hard Rock. And as the opening date of the Biloxi based casino draws near, it’s management team looks forward to the blending the hospitality industry’s premier in-room interactive system, KoolConnect’s Imagine Video On-Demand platform, with Hard Rock Hotels renown trademark of new wave entertainment for guest enjoyment.

Hard Rock Biloxi has selected KoolConnect’s Imagine Video On-Demand platform for its in-room video provider. KoolConnect, an internationally recognized provider of IP based interactive networks for the hospitality market, offers turnkey digital media solutions including Video On-Demand, laptop and TV based High Speed Internet Access, Virtual Concierge Services and more, all customized to fit the look and feel of the hotel. The feature rich system further improves property management points of contact with the guest via a unique web-based management system called KoolCentral. KoolCentral, allows authorized personnel to update content, enhance property marketing programs and promotions as well as trouble shoot engineering issues.

“We wanted a company that could successfully communicate our brand and message through the in-room video while also providing the tech savvy guest with the all of the technological amenities they’re accustomed to finding at home. The Imagine system’s customized applications and marketing opportunities, combined with the latest features in technological innovation and advancement, allow us to achieve this goal,” said Joe Billhimer, President and Chief Operating Officer of Premier Entertainment Biloxi LLC, the parent company of The Hard Rock Hotel & Casino Biloxi.

Matt Hutchins, Chief Executive Officer of KoolConnect commented “The Hard Rock Biloxi represents the ideal setting for KoolConnect’s Imagine® information and entertainment system. Utilization of our creative and reliable solution will enable the Hard Rock to communicate more effectively with the guest, provide the digital amenities they want while promoting their own brand. We are thrilled to be a part of this and look forward to incorporating tomorrow’s technology into their hotel.



ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies, Inc. is a leading provider of compelling multi-media solutions and system integrations to the hospitality industry. Our innovative platform provides interactive media services in both standard and high definition over digital IP networks and offers a host of scalable turnkey solutions and products. Video on-demand, virtual concierge, state of the art equipment and targeted marketing services are all a part of KoolConnect. To learn more about KoolConnect, visit www.koolconnect.com.

ABOUT HARD ROCK HOTEL AND CASINO BILOXI

Hard Rock Hotel & Casino in Biloxi, Mississippi is owned and operated by Premier Entertainment Biloxi, LLC, d/b/a Hard Rock Hotel and Casino Biloxi. The \$235 million project, scheduled to open September 2005, will include a Hard Rock-themed casino with 1,500 slot machines and 50 table games, five restaurants, including a Hard Rock Café and Ruth's Chris Steak House, a full-service spa, 12-story hotel with 318 rooms and suites, a unique Hard Rock-themed beach pool, Hard Rock Live[®], a 1,200 capacity entertainment venue, and retail shops. For more information, visit www.hardrockbiloxi.com.

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