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KOOLCONNECT LAUNCHES IMAGINE™ IN-ROOM ENTERTAINMENT SOLUTION AT 60 THOMPSON HOTEL

Property rated by Conde Nast as “One of the World’s Five Hottest Hotels”, brings next generation entertainment to SoHo

NEEDHAM, MA & NEW YORK, NY - September 26, 2007 - KoolConnect Technologies Inc., the hospitality industry’s leading provider of digital in-room entertainment services and solutions, today announced it’s Imagine™ standard definition solution - featuring a variety of digital media services - is currently in operation at the 60 Thompson hotel. Featuring 100 luxuriously appointed rooms and recognized by Conde Nast as one of the “World’s Five Hottest Hotels”, 60 Thompson now offers a new wave of in-room entertainment to Manhattan’s elite traveler.

With Imagine™, guests staying at SoHo’s “It” address will enjoy a variety of cutting-edge interactive services including digital delivery of video on-demand, the latest Hollywood releases, games on-demand, virtual concierge services, hotel to guest text messaging, hotel information, movie packages, marketing initiatives and more. And as is customary with all KoolConnect installations, Imagine™ has been fully customized to reflect the unique look, feel and brand identity of 60 Thompson.

Elizabeth Mao, General Manager of 60 Thompson commented on Imagine™, “One of the aspects we were most impressed with is the system’s incredible marketing potential. The 60 Thompson guest enjoys a truly luxury- driven lifestyle experience, which encouraged Thompson Group to create a variety of marketing initiatives including Room 100 - a luxury lifestyle magazine - as well as a variety of films, clips and shorts.” She continued, “With Imagine™, we’re able to promote these productions - along with a feature-rich platform - via the TV, thereby extending our brand in the room while enhancing the media experience of our guests. We’ve been extremely pleased with KoolConnect’s tech-savvy approach and anticipate additional projects with them in the future.”

Both contemporary and elegant in design, 60 Thompson offers an upscale, urban-chic experience for New York’s A-list traveler, while providing spaciouly appointed rooms outfitted with custom designed, 400 thread-count Sferra linens, Fresh™ bathroom amenities and much more. Set in the heart of Manhattan’s hottest district, guests enjoy breathtaking rooftop views of the city at A60 and creative Thai cuisine presentations by world renowned chef, Ian Chalermkittichai at Kittichai.

Dave Tahan, Chief Executive Officer at KoolConnect commented, “At 60 Thompson, it’s about the art of sophisticated travel for guests expecting both comfort and style, and we feel that Imagine™ mirrors that concept in all aspects. One of the most attractive components of the platform is the ability for hotel management to utilize the system as a sales, marketing and operational tool, while providing reliable, first-class technology for their clientele.” He continued, “We’re thrilled to be at one of New York’s truly finer hotels and to be associated with Ms. Mao and the outstanding professionals at the Thompson Hotels. We believe their guests will simply love the innovative components of Imagine™.”



ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies, Inc. is a leading provider of advanced digital and HD media on demand solutions to luxury and upscale hotels worldwide. KoolConnect was the first company to offer HD VOD in the hospitality industry and today serves nearly 20,000 rooms in prestigious properties in the US, Australia, Japan, Hong Kong, Dubai and Caribbean. KoolConnect's solutions are available in a variety of flexible business models including complete revenue-share options. To learn more about KoolConnect, visit www.koolconnect.com.

To learn more about 60 Thompson Hotel, visit www.thompsonhotels.com.

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