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KOOLCONNECT PROMOTES DAVE TAHAN TO C.O.O.

Longtime video on demand and studio relations expert's position elevated to top executive role

NEEDHAM, MA - AUGUST 5, 2006 - KoolConnect Technologies, a leading provider of advanced media on demand and high-definition in-room entertainment to luxury and upscale hotels worldwide, today announced that Dave Tahan has been promoted to Chief Operating Officer. In this role, KoolConnect's Executive Committee will report to Tahan and he will also have direct responsibilities for key departments including operations, finance, legal affairs, human resources, and strategic business development, as well as be responsible for mergers and acquisitions.

Tahan joined KoolConnect as a consultant following their acquisition of General Dynamics Interactive in April, 2005. Most recently, he has served as the company's Executive Vice President overseeing a wide array of administrative areas as well as the company's strategic business relationships and alliances, including Hollywood studios and other key content providers. "With our business growing rapidly, we're extremely pleased to have someone of Dave's caliber and experience serving in our senior-most executive role," said Eran Sherin, Founder and President of KoolConnect. "Dave's made a tremendous positive impact on our company since he joined us and we're looking forward to his continued leadership further advancing our success," he added.

Tahan has nearly 25 years of senior management experience with industry leaders such as GTE and General Dynamics. During his tenure at GTE, Tahan was the chief procurement officer and chairman of GTE's Strategic Supplier Council. In that role, he managed the relationships of all of GTE's strategic suppliers who combined sold over \$5B annually to the various GTE operating companies and in recognition of his outstanding performance, he received several performance awards including their prestigious President's Award.

Following GTE's acquisition by Bell Atlantic (now Verizon) and subsequent divestiture of the GTE Government Systems group to General Dynamics, Tahan assumed a leadership position with General Dynamics Interactive, developer of the Intrigue™ hospitality media on demand solution. In that role, Tahan was instrumental in establishing relationships with major Hollywood studios and other content providers, including agreements which paved the way for Intrigue to offer the world's first HD content in hotel rooms.

Tahan holds degrees from Catholic University in Washington DC (BA) and from Rivier College in New Hampshire (MBA). Mr. Tahan and his wife Heather have four children.

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.

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