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KOOLCONNECT ANNOUNCES SIGNIFICANT EQUITY INVESTMENT BY MAJOR SHAREHOLDERS

Investors bolster roll-out of industry's leading fully digital and HD in-room entertainment solutions

CANTON, MA - November 12, 2007 - KoolConnect Technologies Inc., the leading global provider of digital in-room entertainment services to the hospitality industry, today announced that the company has raised \$6,500,000 (in a new preferred series offering of \$10.5 million) of incremental capital for the launch of a new wave of standard and HD (High Definition) media entertainment solutions, to complement its highly successful video on demand products for the hospitality marketplace.

Led by the Lewis Trust Group, a major investment group located in the United Kingdom, Arthur Wiener, a prominent real-estate developer in New York City and Plough Penny Partners, a premier venture capital company in New York, the newly raised funds will go toward bolstering existing technologies of Imagine™ and Intrigue™ HD, as well as expanding on the company's engineering and operational infrastructure. Furthermore, the added capital will enhance KoolConnect's content lineup (via increased library titles, TV shows and newly released HD studio films) as well as strengthen the Sales & Marketing departments.

"Today's announcement reflects KoolConnect's continued dedication to the future of hospitality technology, as well as its strength in an ever-growing global market," commented Dave Tahan, Chief Executive Officer of KoolConnect. He added, "Over the last decade, we've seen video on demand evolve from a luxury feature for hospitality's 'elite class' traveler to a 'must-have' industry amenity for all travelers, while providing the hotel with essential tools for guest contact, communication and increased revenues. We're extremely pleased with the confidence our investors have placed in us by providing this additional capital and we look forward to exploring this market further with new state-of-the-art technologies including guest relationship management (GRM) solutions, advanced external device integration (for iPod and other type consumer devices) and brand loyalty management. We will continue to expand on an already feature rich platform, while ensuring that emerging technologies are brought to the forefront of the KoolConnect experience."

As the first company to introduce HD VOD (High Definition Video on Demand) and IPTV (Internet Protocol Television) technology to hospitality, as well as the only provider boasting a completely customized user interface, KoolConnect's achievements of the past can be measured by a powerful international resume of hotels and resorts enjoying Imagine™ and Intrigue HD™.

Tahan went on to say, "Our pipeline has never been stronger and we've experienced incredible success with such prestigious clients as Mandarin Oriental Hotel Group, Jumeirah Hotel Group, Thompson Hotels as well as many other elite brands - the influx of funds will enable us to continue on this trend." He added, "Solidifying our rank as hospitality's premier choice for tech-savvy deployment, engineering might, style and innovation remains our number one objective."

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.

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