



E X P E R I E N C E   E N H A N C E D   H O S P I T A L I T Y

FOR IMMEDIATE RELEASE

Contact: Michael DiLeva at 215.519.6447 | mdileva@koolconnect.com

## KOOLCONNECT IMPLEMENTS HDVOD & INTERACTIVE TV IN FOUR MORE PRESTIGIOUS HOTELS

Company's Intrigue® solution now entertaining guests at Hyatt's Andaz Wall Street in New York City, the Dana Hotel and Spa in Chicago, Aloft Abu Dhabi in the UAE and the Banyan Tree Resort in Acapulco, Mexico

**CANTON, MA – FEBRUARY 1, 2010** – KoolConnect Technologies, the leading provider of in-room entertainment and interactive television systems to discerning hotels, has announced that their acclaimed Intrigue® solution has been installed in another four prominent hotels around the world.

“It’s a real tribute to the power of our solution that, despite the challenges experienced by the hospitality industry in 2009, KoolConnect was able to grow,” said the company’s CEO, Dave Tahan. “We continue to add more and more interactive features to Intrigue that really help hotels to provide an enhanced and differentiated in-room experience for their guests, which definitely helps hotels in this competitive environment. But perhaps an even bigger factor in our success in 2009 was our ability to reconfigure our system to make it much more affordable and to provide hotels with a greater return on investment.”

Tahan noted that KoolConnect’s recent engineering breakthroughs have allowed them to reduce the price of their solution by over 20% without sacrificing performance. This reduced cost, coupled with strong movie viewing rates and the benefits of owning the system have made VOD an attractive proposition for many properties.

“In a recession, movies are a great value and that’s been reflected in not only in Box Office revenues but also in pay-per-view,” said Tahan. “For a weary traveler, it’s not only great entertainment but it’s also a great value to kick back and watch a movie on an HDTV in the comfort of their room rather than trekking out to a movie theatre or waiting to download an older title over the Internet and watching it on a PC,” he added. When asked for an example, Tahan noted ‘The Hangover’ as a title that was a huge hotel room hit that helped many properties to recoup their investment in interactive TV. “For any hotelier that has heard or believes VOD is dead should take a look at the terrific things KoolConnect has done to lower the cost of ownership of their systems to create an affordable amenity for all hotels. VOD is far from dead at KoolConnect.”

“We are very proud to be working with properties like the Andaz Wall Street, the Dana, the Aloft Abu Dhabi and the Banyan Tree Acapulco and we look forward to helping them and all of our fine properties to better serve their guests in 2010,” said Tahan.

### ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies Inc. is the longest-running fully digital provider of interactive TV services to the hospitality industry. KoolConnect was the first company to offer HD VOD in the hospitality industry, and added IPTV (FTG over Ethernet) in 2009. Today, the company’s Intrigue solution – the most customized and fully integrated VOD system in the industry - serves nearly 20,000 rooms in prestigious properties in the United States, Japan, Hong Kong, Dubai, and the Caribbean. To learn more about KoolConnect, visit [www.koolconnect.com](http://www.koolconnect.com).

W W W . K O O L C O N N E C T . C O M

CORPORATE HEADQUARTERS · 755 DEDHAM STREET · CANTON, MA · 02021 · PHONE 339.502.5062 · FAX 339.502.5067