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NEW YORK'S ACCLAIMED MICHELANGELO HOTEL SELECTS KOOLCONNECT FOR DIGITAL IN-ROOM ENTERTAINMENT

*Property rated by Travel & Leisure Magazine as one of the top 500
"Greatest Hotels of the World" brings next generation of entertainment to Manhattan*

NEEDHAM, MA & NEW YORK, NY - February 23, 2007 - The Michelangelo Hotel, a member of the prestigious Italian-based Star Hotels Group comprising 21 luxury hotels and resorts in Europe and the United States, recently completed installation of KoolConnect's advanced Imagine™ digital in-room solution platform at their acclaimed New York City property.

With Imagine™, guests of this spectacular Manhattan hotel will now enjoy a variety of digital interactive services including state of the art Video on Demand with the latest Hollywood releases, environmental audio and video "mood" settings that can be customized to the guest, Games on Demand, Virtual Concierge services, TV-based messaging and more.

The Michelangelo is a Conde Nast Gold Star property and has been named "One of the Best 500 Hundred Places To Stay in the World" by Travel and Leisure Magazine – an award bestowed to the property over four years in a row including 2003, 2004, 2005 and 2006. Boasting an upscale clientele accustomed to the finest in luxurious services and amenities, The Michelangelo sought to offer their discerning guests with a feature-rich platform that reflected the image of the hotel while offering the cutting edge media applications global travelers have come to expect.

As is customary with their installations, KoolConnect fully customized their Imagine™ solution to the look, feel and brand identity of The Michelangelo. "Television is a key component of the in-room experience and it's our belief that it should reflect the image and style of the hotel, particularly at a boutique luxury property like The Michelangelo," said KoolConnect Executive Vice President Michael DiLeva. That uniqueness was a factor in the property's selection of KoolConnect. Mr. Michael Blackman, General Manager of the Michelangelo commented on KoolConnect, "When looking for a provider, we determined that we would need a global solution with flexibility, style and vision. KoolConnect enables us to not only extend the brand identity of our hotel onto the television, but also allows us to improve our communication with our valued guests by using the solution's unique guest messaging features. Style and service are two of the hallmarks of The Michelangelo. There's no question that KoolConnect supports our vision in both of these areas and we're very pleased to be able to offer our guests such an innovative entertainment solution."

Laying claim to some of Manhattan's largest guest rooms, each Michelangelo suite offers the finest in Old and New-World style, uniquely combining classic furniture, welcoming marble foyers and the ambiance of an Italian villa, with high-tech in-room accessories including large Philips LCD televisions. "The Michelangelo is truly one of New York's finest hotels and KoolConnect is thrilled to work with not only such an acclaimed property,

but also such a renowned and respected operator as Starhotels,” said DiLeva. He continued, “We believe that The Michelangelo’s guests and staff are going to find KoolConnect’s solution to be an incredibly entertaining and informative media tool.”

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.

ABOUT STARHOTELS

Starhotels, the Italian hotel firm with strong congressional vocation. 20 four star hotels in the heart of the most beautiful Italian cities, a hotel de charme in Paris and a deluxe hotel in New York, 3,623 rooms, 135 meeting rooms for a total of 8,516 seats, 23 restaurants and wireless high speed internet connection in every area. For additional pictures or information: Press Office and Foreign Relations, Luisa Nocentini. Telephone 055 3692284, e-mail l.nocentini@starhotels.it.

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