



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

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KOOLCONNECT LAUNCHES "MYSTERY SHOP INTRIGUE" AT SELECT HOTELS

Campaign brings complimentary HD VOD viewing to hospitality's leading hoteliers

CANTON, MA - September 26, 2008 - KoolConnect Technologies Inc., hospitality's global provider of Media On Demand solutions, today introduced "Mystery Shop Intrigue" to the industry's leading hoteliers. Geared to increase HD VOD (High Definition Video On Demand) & GRMSM (Guest Relationship Management) awareness, the campaign will enable interested industry decision makers to stay up to two nights at a qualified KoolConnect-enabled hotel and have their room charges reimbursed by KoolConnect if they ultimately purchase the solution for their own hotel.

Intrigue - the world's first and most widely acclaimed HD VOD system - features state-of-the-art applications and is fully customized to each host hotel. Boasting a wide variety of seamlessly integrated digital features, Intrigue offers TV-based guest messaging, interactive hotel guest services, compelling HD studio and music content, an online tool to allow hotel staff to centrally change TV channel lineups without room visits, innovative external media device connectivity and more.

With recent advancements in integration technology, Intrigue additionally works closely with a wide array of additional in-room systems, enabling guests to manage temperature controls, suite lighting, home theatre controls, their personal media and more from their television. Furthermore, KoolConnect's exclusive GRM technology brings a host of TV-based concierge services, including real time weather, flight arrival and departure details and other data that is automatically personalized to each individual guest.

Dave Tahan, Chief Executive Officer at KoolConnect commented, "Over the last decade, High Definition viewing has become mainstream in the commercial sector, yet thousands of hoteliers have yet to implement HD VOD at their hotels. HD entertainment, coupled with a new wave of innovative customer service solutions including GRM and third party integration make today's in-room experience unlike anything we've ever seen in hospitality." He continued, "Our goal is to ensure that everyone interested in luxury in-room media, particularly those interested in transitioning from standard to high definition entertainment, have an opportunity to experience Intrigue first hand, and at some of the world's finest and most luxurious hotels."

While room charge reimbursement is only available to hoteliers who ultimately decide to install Intrigue in their hotel and is provided as the associated discount to final contracted pricing, Tahan is confident that it will be taken advantage of by a large number of industry professionals. "Our install base is our best form our marketing," said Tahan. "Hoteliers that see Intrigue immediately want it for their hotel and we think that this is a terrific way for them to see just how valuable a solution like this can be to a hotel," he added.

Parties interested in the limited-time promotion may contact KoolConnect representatives via sales@koolconnect.com or call 1.339.502.5062.

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. To learn more about KoolConnect, visit www.koolconnect.com.

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