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## **PAN PACIFIC SEATTLE SELECTS KOOLCONNECT AS HD VOD IN-ROOM ENTERTAINMENT PROVIDER**

*“High-Touch, High Technology” Concepts Sets New Standards of Excellence in the Pacific Northwest*

**NEEDHAM, MA & SEATTLE, WA - November 2, 2006** - KoolConnect Technologies, Inc., the leading provider of HD in-room entertainment to luxury and upscale hotels, today announced that they have completed installation of their acclaimed Intrigue™ solution at Pan Pacific Seattle - a \$200 million development combining a 160-room Pan Pacific Hotel with 261 luxury condominiums.

Pan Pacific operates distinguished Five-Star properties that offer luxurious amenities and upscale services uniquely presented in a theme that combines Far East elegance with specific features that are specific to the personality of the local community in which each property resides. One common thread among all Pan Pacific properties, however, is a global commitment to providing personalized, genuine care to each guest. It's this commitment to unique themeing and personalization that encouraged Pan Pacific to select KoolConnect's Intrigue solution for their new Seattle property.

KoolConnect's Intrigue™ system – the world's first and most widely deployed HD VOD (High Definition Video On-Demand) solution, with over 4,000 luxury rooms installed – features state-of-the-art HD VOD and is customized to each individual installation, ensuring that the hotel's in-room entertainment system is as unique as the property itself. In addition, Intrigue features a wide variety of seamlessly integrated high-touch digital features, most of which that aren't available in any other solution, including TV-based text messaging, virtual concierge services, an innovative “moods” feature with soothing digital art and music, access to the World Radio Content, docking stations for iPods and other personal media devices, and much more.

Lori Main, General Manager at Pan Pacific Seattle commented on the partnership with KoolConnect. “Pan Pacific is a five-star brand synonymous with luxury, personalized attention and first-class service. With their solution being so customized as well as their experience serving five-star hotels and their discerning guests, we feel that KoolConnect and Intrigue are the perfect fit for the Pan Pacific Seattle.”

With unique touches of next generation technology including hand held PDA devices for check-in, a sophisticated entertainment center with mobile office work space, 32” LCD screen TV's, 15” bathroom TV's, HDTV, a Bose™ music system and more, the Pan Pacific Seattle looks to provide their guests and residents with a state-of-the-art sensory experience unmatched by that offered at other leading chains.

Michael DiLeva, Executive Vice President of KoolConnect, commented, “Pan Pacific has been one of the world’s most celebrated brands for nearly two decades and KoolConnect is thrilled to begin this relationship with such a prestigious company. Intrigue™ is really going to help Pan Pacific to fulfill their vision by allowing them to communicate more effectively with their guests, provide the luxury media solutions that guests expect and all the while promoting the uniqueness of their brand via the system.”

Minutes from downtown and within walking distance of Nordstrom’s flagship store, Pan Pacific Seattle boasts 160 “High-Style” Hirsch Bedner designer guests rooms, a sleek and modern library lounge offering cocktails and light snacks; full service fitness center, 5,405 square feet of Seattle’s most luxurious function space and 24-hour private dining. The property is slated to open on November 16 and for reservations, guests are encouraged to visit [www.seattle.panpacific.com](http://www.seattle.panpacific.com).

#### **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](http://www.koolconnect.com).

#### **ABOUT PAN PACIFIC**

Pan Pacific Hotels and Resorts currently encompass 21 hotels (14 managed properties and 7 marketing affiliates) in 11 countries throughout Asia, the Pacific and North America. You can visit Pan Pacific Hotels and Resorts at [www.panpacific.com](http://www.panpacific.com) or call +65 6622 2300. Pan Pacific Hotels and Resorts is a founding member of the Global Hotel Alliance.

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