



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

KOOLCONNECT ANNOUNCES RECORD YEAR FOR NEW IPTV INSTALLATIONS

Company breaks 12-year record in first three quarters of 2011 alone

BOSTON, MA – OCTOBER 4, 2011 – Since 1999, KoolConnect has been at the forefront of in-room technology innovation and by the start of 2011, their solutions could be found in over 100 hotels, resorts and casinos in 15 countries. Since the beginning of this year, however, the company has been on a record pace and announced that through the 3rd quarter they've already surpassed their number of IPTV implementations in any previous year by a wide margin.

So why the sudden surge in hotels implementing IPTV solutions with KoolConnect? According to their CEO, the answer is simple. "It's really just an example of the old adage – 'adapt or die,'" said Dave Tahan. "There's been a dramatic change in residential entertainment technologies and at home, guests have large HDTVs, extensive HD channels and an increasing amount of interactivity on their TV. Hotels have found that if they don't meet these heightened guest expectations, then they're simply not going to be competitive. And with our experience and wide range of solutions, they've turned to KoolConnect to provide them with the upgraded in-room experience their guests are expecting and quite frankly help them to justify a high ADR," he added.

While the complete list of new installations for KoolConnect is too numerous to list, they include:

- Mandarin Oriental, San Francisco
- Four Seasons, Atlanta
- Hyatt 48 Lex, New York City
- Sandia Casino Resort, New Mexico
- Wind Creek Casino & Hotel, Alabama
- Wildhorse Resort & Casino, Oregon

Plus the company is currently installing several other properties including:

- Four Seasons, Baltimore
- Mandarin Oriental, Miami
- Fallsview Casino Resort, Niagara Falls, Canada
- Jumeirah Aviation Hotel, Dubai

While Tahan's argument is compelling, such growth may surprise some in the industry, considering that the travel downturn of 2009 and 2010 is still fresh in everyone's memory, budgets remain tight and many hotels are wondering what the future of video on demand will be like.

"There remain some misconceptions about the economics of interactive TV," explained Tahan. "The hotels that we've signed in 2011 realize that there is literally no more affordable way to 'wow' the guest than interactive TV. A hotel's total cost of ownership for a fully interactive TV system comes out to as little as \$.50 per room per day.

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



That's less than ½ of 1% of most property's ADRs. Interactive TV greets the guest the moment they walk into the room with custom images and music and provides a lasting first impression. And in an interactive world where print is at its death bed, guests can view all of the hotel's information in a digital format as well as enjoy music, weather information, news feeds and more. Plus, since our Video On-Demand movies offer titles 90 to 365 days sooner than they're available on Netflix, they remain popular among guests and generate incremental revenues that reduce the total cost of our system for a hotel to just pennies per day, and in most cases will generate a nice return on their investment. Hotels still debating whether to invest in the newest in-room technologies should call us and we will be happy to engineer a solution that not only meets their needs, but keeps them in the forefront of in-room technology and is far more affordable than they might think," he added.

Hotels interested in learning more about KoolConnect's suite of offerings are encouraged to visit www.koolconnect.com.

ABOUT KOOLCONNECT TECHNOLOGIES

KoolConnect Technologies Inc. is the longest-running fully digital provider of in-room technology services to the hospitality industry. KoolConnect was the first company to offer HD VOD in the hospitality industry and has continued to innovate with expanded interactive TV, Electronic Programming Guides, Personal Video Recording, Network Services and more. Today, the company's solutions can be found in over 100 fine hotels in 15 countries worldwide. To learn more about KoolConnect, visit www.koolconnect.com.