



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 NAMES NEW CHIEF TECHNOLOGY OFFICER

Richard Berthold, accomplished web and video technology leader, joins company

BOSTON, MA – SEPTEMBER 27, 2011 – KoolConnect, a worldwide leader in hospitality in-room technology services and solutions, today announced that accomplished video and Internet technology leader Richard Berthold has joined the company as Chief Technology Officer.

“We are absolutely thrilled to have someone of Rick’s experience and expertise on our team,” said KoolConnect CEO Dave Tahan. “In-room technology, particularly in regard to IPTV and interactive devices, is highly specialized and we underwent an extensive search to find the perfect executive. Rick is a tremendous talent with an impressive track record of accomplishment and he’s the perfect person to lead our technology efforts as we continue to enhance our solutions and services,” he added.

In his new role, Berthold will oversee the Engineering and Software Development staff of the company and will be responsible for the on-going development of KoolConnect’s solutions which include Video On-Demand, Free-To-Guest Television, iPad and Mobile solutions, Electronic Programming Guides and Personal Video Recording and others.

Prior to joining KoolConnect, Berthold held numerous leadership positions at technology companies throughout New England, including roles as Chief Technology Officer at Proxilliant Systems and Vice President of Engineering at Auspice Corporation. Most recently he led the software architecture and product development efforts to integrate linear television, IP video sources such as YouTube and NBA.com, and Internet applications such as Facebook and Netflix into one system.

“It’s amazing how Rick’s background fits so perfectly with our work and our roadmap of continuing to innovate with in-room services by integrating various entertainment and information resources into concise TV, mobile, tablet and laptop platforms for the benefit of the guest and the hotel,” said Tahan.

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.

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