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KOOLCONNECT APPOINTS LEADING STUDIO EXPERT SUZANNE RAINEY AS VICE PRESIDENT OF CONTENT

NEEDHAM, MA - October 17, 2006 - KoolConnect Technologies Inc., the hospitality industry's premier provider of advanced media on demand and high-definition in-room entertainment systems to luxury and upscale hotels worldwide, today announced that Suzanne Rainey has been appointed as the company's Vice President of Content.

In her position, Ms. Rainey will oversee KoolConnect's content department as well as manage the company's studio affairs and negotiations. With over 20 years of experience working with the industry's premier studios and networks including NBC, MGM, Universal and PolyGram, Ms. Rainey has consulted for a wide variety of corporations on licensing, marketing and content development including General Dynamics Interactive (GDI), Best Buy, Reel.com, Replay Television and Solaris Entertainment.

A veteran to the VOD (Video On-Demand) industry, Ms. Rainey worked with the first VOD trials in the field as Director of Worldwide Pay Television at MGM. There, her extensive involvement in television distribution included licensing management and marketing for MGM's film and television programs globally. She introduced innovative promotional campaigns for such critically acclaimed films as Goldeneye, The Birdcage and Get Shorty. In 1998, she was appointed Vice President at Pay Television and Cable Television for PolyGram, and, in addition to overseeing all of PolyGram's PPV (Pay-Per-View) and VOD (Video-On-Demand) activities, was responsible for sales from PolyGram's library to domestic cable networks.

Announcing Suzanne's appointment, Dave Tahan, Chief Operating Officer of KoolConnect, commented, "A richer, fuller content experience not only enhances the in-room entertainment experience, but it also brings added revenue to a property's bottom line. Content is becoming much more complex with more sources of content available than ever before and viewing tastes becoming more and more diversified. As we look to leverage these changes for the benefit of our hotel partners and guests, we're thrilled to have someone with Suzanne's level of experience in Hollywood and film promotion to lead us in this critical area. I have known and worked with Suzanne for many years and KoolConnect has landed an industry gem to bridge the company to the content world."

Based in Los Angeles, Suzanne formed Accord Media Group LLC, a digital media consulting company that works with such global broadband enterprises as Sprint, Cable & Wireless, Hancock Telecom and Monaco Telecom. Ms. Rainey began her career at NBC and over the course of eleven years rose through the ranks of finance and business affairs.

Suzanne Rainey holds a B.S. in Business Management from Brigham Young University and an M.B.A. from the University of Southern California.

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.

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