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KOOLCONNECT LAUNCHES IMAGINE™ AT WAIKIKI SAND VILLA HOTEL

Installation Brings New Wave of Cutting Edge In-Room Media Solutions to Hawaii

NEEDHAM, MA & HONOLULU, HI - August 14, 2007 - KoolConnect Technologies Inc., the hospitality industry's leading provider of digital in-room entertainment services and solutions, today announced they have successfully completed installation of the Imagine™ standard definition solution at Waikiki Sand Villa hotel, a 214-room property in Honolulu, Hawaii. Outfitted with a host of high-touch digital features, the Waikiki Sand Villa hotel looks forward to bringing a new wave of media entertainment solutions to travelers of Waikiki.

With Imagine™, guests of the spectacular Oahu island hotel will now enjoy a variety of digital interactive services including state of the art video on demand with the latest Hollywood releases, games on demand, virtual concierge services, TV-based text messaging, hotel information, a 24-hour movies pass and more. And as is customary with all KoolConnect installations, Imagine™ has been fully customized to reflect the unique look, feel and brand identity of the Waikiki Sand Villa property.

Said Keone Gaspar, General Manager at the Waikiki Sand Villa hotel, "One of the most appealing aspects of KoolConnect is that they have the flexibility and engineering might to remotely upgrade our hotel's system at any time." He continued, "When searching for a provider, we realized that our guests not only deserved the most compelling technology and content of our time, but that finding a future resistant platform in today's ever-evolving technological world was key. We've been extremely pleased with the efficiency of KoolConnect, and think our guests will love the variety of infotainment features on Imagine™."

Independently owned and operated, this centrally located Pacific island gem can be found on the quieter side of Waikiki, with quick and easy guest access to legendary Waikiki Beach, Honolulu shopping, restaurants, bars, cafes and more. Boasting an ecologically conscious approach, the Waikiki Sand Villa hotel offers a variety of sea-side destination guest activities and entertainment including a 70-foot swimming pool with jacuzzi, restaurant, bars, state-of-the-art fitness center, complimentary guest breakfast and more. In addition, guests enjoy public WiFi access points at the pool, lobby and public areas.

Dave Tahan, Chief Executive Officer at KoolConnect commented on the installation, "One of the most attractive components of Imagine™ is the ability for hotel management to utilize the system as a sales, marketing and operational tool, while providing first class entertainment for their clientele. We are thrilled to be working with Waikiki Sand Villa hotel and look forward to further expansion in the Hawaii market."

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.

To learn more about Waikiki Sand Villa Hotel, visit www.waikikisandvillahotel.com.

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