

Hotel Online Special Report



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Dynamic Hospitality Entertainment/Internet Company "Connects" with the Pfeffer Group, LLC

Alliance takes Sprint InSiteSM and Koolconnect Interactive Media's innovative hospitality technology to the next level

New York, NY, September 20, 2002 – KoolConnect, the hospitality entertainment and Internet connectivity solutions company, announced the addition of Eric Pfeffer and the Pfeffer Group, LLC, a leading international hospitality consulting firm with which it has formed a strategic alliance. The Pfeffer Group's President, Eric Pfeffer, will support and help guide Koolconnect's strategic initiatives, including the market advancement of Sprint InSiteSM with KoolConnect Interactive Media, a unique technology providing enhanced in-room entertainment and business communications services to four- and five-star hotels.

Pfeffer said, "This is a opportunity to take an innovative and impressive hospitality technology to the next level." He concluded, "Sprint and KoolConnect have a product platform that provides powerful added value to hotels today, and it's exciting to help strengthen and participate in the product and Company's future growth."

Pfeffer, the former chairman and CEO of Cendant's Hotel Division, currently serves as president of The Pfeffer Group, as well as president of the International Hotel & Restaurant Association (IH&RA). Previously, Pfeffer led Cendant Corporation's Hotel Division, the world's largest hotel franchisor, as chairman and CEO.

Sprint InSiteSM offers a suite of guest-room entertainment applications, including high-speed Internet access over the TV or laptop computer, e-mail accessibility, music, games, local maps and information, digital movies-on-demand with VCR functionality, and digital concierge services. The

service is operated through the hotel guest's television via wireless keyboard or remote control. Sprint InSiteSM also has a messaging system that improves communication with guests and saves hotel staff time.

Since June 2001, when Sprint InSiteSM was first introduced to the hospitality industry, KoolConnect and Sprint have signed several strategic contracts with hotel properties throughout the United States. Today Sprint and KoolConnect are getting ready to deploy its product to thousands of hotel rooms in the US. To enhance current and future product deployments, Pfeffer will lead the implementation of management, operational and marketing plans for the benefit of customers and shareholders.

"Eric Pfeffer's successful career in management and prominence in our industry speak for themselves," said Eran Segev, president of KoolConnect. "We fully expect to benefit from Eric's expertise to further develop our product and serve our clientele as well as assist our senior management team in developing its management skills. The Pfeffer Group's presence is a tremendous boost for our future plans."

Thomas Patchin, Sprint's director of hospitality added, "Successful business plans require people with experience, and Eric's knowledge and insight will be a valuable asset to help us reach and exceed our goals within the hospitality sector."

About KoolConnect

KoolConnect Technologies, Inc. is a leading provider of compelling multi-media solutions and system integration to the Hospitality



Industry. KoolConnect provides advanced interactive services delivered over digital IP networks. Their products offer comprehensive and scalable turnkey solutions that provide entertainment, information, and targeted marketing services. Through a customized interface, KoolConnect delivers, high quality digital Video On Demand (VOD) with VCR functionality, High Speed Internet Access, concierge services and hotel information. Technical expertise coupled with a thorough understanding of the hospitality industry places KoolConnect at the forefront of application development to help hotel operators better serve their guests.

About The Pfeffer Group, LLC

During his 20-year career as a hotel and franchise

executive, Eric Pfeffer has served at almost every level, from front-desk clerk to chairman. Most recently he was chairman and CEO of the Cendant Hotel Division after serving as the division's president and chief operating officer, overseeing more than 6,500 hotels on five continents. Pfeffer launched his Miami-based hospitality consulting firm in January 2002 to work with industry friends and leverage his expertise in the international markets.

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