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## **THE BOSTON PARK PLAZA HOTEL & TOWERS INSTALLS KOOLCONNECT INTERACTIVE SYSTEM**

*Mix of cutting-edge technology, customized entertainment and steadfast services cater to the needs of an advancing industry.*

**NEW YORK, NY and BOSTON, MA - DECEMBER 6, 2004** - KoolConnect Technologies, Inc, a pioneer and leading provider of interactive information and entertainment systems for the hospitality marketplace has installed their digital interactive platform, KIS (KoolConnect Interactive System), at Boston's prestigious 950 room Boston Park Plaza Hotel & Towers.

KIS™ is a powerful, interactive entertainment and guest services system that has been designed specifically for the hospitality marketplace. KIS™ integrates in-room Internet connectivity with an extensive entertainment and information package including digital Pay-Per-View Video-on-Demand movies, Guest Services Communication Management, free-to-guest TV, Virtual Concierge Services with local activity and directory information, and more. All of the features of KIS™ are customized to fit and enhance the unique style of the property, and can be managed from KoolConnect's web-based management system, KoolCentral™.

In addition, the multilingual system offers an array of several potential revenue-enhancing features, including enhanced advertising capabilities, e-commerce, folio display, express checkout, guest surveys and marketing opportunities.

“Supported by the DL Saunders Group and Starwood Hotels and Resorts, we are constantly re-shaping the future of our luxury hotel concept. The blend of cutting-edge technology in a grand luxury hotel is a formula that is very attractive to our guests”, said Ron Tarson, General Manager of the hotel.

The Boston Park Plaza Hotel & Towers, operated and managed by Starwood Hotels is a distinctive, deluxe property, offering the comforts of elegant living with the added amenities of a luxurious hotel. Located in the heart of Boston's upscale Back Bay area, the hotel's nine street-level restaurants and lounges combined with 950 elegantly decorated rooms cater to a wide range of tastes and travel needs.

The Boston Park Plaza Hotel & Towers is committed to providing the finest in services and facilities for its clientele. By offering the KIS™ system its guests will have the advantages and convenience of technologically advanced “infotainment” systems and, in so doing, expects to significantly enhance a competitive advantage in the marketplace.

“The Boston Park Plaza Hotel & Towers is an outstanding property, and we are extremely pleased that they have chosen to install KIS™,” said Eran Segev, President of KoolConnect Technologies, Inc. “The Hotel's guest service philosophy is centered on improving amenities through technological advancement, and KoolConnect Technologies, Inc. is the perfect compliment to that philosophy.

**ABOUT KOOLCONNECT TECHNOLOGIES**

KoolConnect Technologies, Inc. is a leading provider of compelling multi-media solutions and system integrations to the hospitality industry. Our innovative platform provides interactive media services in both standard and high definition over digital IP networks and offers a host of scalable turnkey solutions and products. Video on-demand, virtual concierge, state of the art equipment and targeted marketing services are all a part of KoolConnect. To learn more about KoolConnect, visit [www.koolconnect.com](http://www.koolconnect.com).

**ABOUT THE BOSTON PARK PLAZA HOTEL & TOWERS**

Built in 1927, The Boston Park Plaza Hotel & Towers is a member of Historic Hotels of America, and a recipient of Successful Meeting's Pinnacle Award for delivering excellence in meetings. With an unmatched location for business and leisure travel, this historic hotel is adjacent to the Public Garden with its Swan Boats and Boston Common. Boutiques, art galleries, restaurants and cafes along famous Newbury Street, are just one block away. Rich in history, the hotel today offers the same hospitality and service that has attracted United States Presidents, international business leaders and celebrities for the past 76 years.  
[www.bostonparkplaza.com](http://www.bostonparkplaza.com).

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