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INDUSTRY EXPERT JOINS KOOLCONNECT'S MANAGEMENT TEAM

*Administration Looks Forward to Continued Success and Implementation of
Cutting Edge Digital Entertainment for Luxury Hoteliers Worldwide.*

NEW YORK CITY, NY - APRIL 06, 2005 - KoolConnect Technologies, a leading provider of compelling multi-media video on demand solutions to the hospitality industry, today announced it has appointed Michael DiLeva, former Managing Director of Unisys Hospitality Solutions, as Executive Vice President and General Manager of KoolConnect. Bringing years of executive experience in both the hospitality and technology fields, he will be responsible for the company's interaction with hotel clients and partners from initial contact, through deployment and on-going support via his role overseeing Operations, Sales & Marketing.

Mr. DiLeva was first introduced to KoolConnect through its strong alliance with Unisys Corporation, a Fortune 300 company and leading provider of technical services. There, he extended Unisys's travel solutions into the hospitality industry and introduced a variety of services including broadband connectivity, consulting, loyalty systems services, security and video-on-demand, while personally consulting with major hotels around the world. After successfully managing several Unisys/ KoolConnect joint system integration and installation projects, Mr. DiLeva became familiarized with KoolConnect's turnkey multi-media system and now looks to expand that offering.

"Success in today's fast-paced, highly sophisticated hospitality marketplace demands the creativity, efficiency and innovation that KoolConnect currently provides its prestigious resume of leading hotels." said Michael DiLeva, Executive Vice President and General Manager of KoolConnect. "Having enjoyed both enthusiasm and acclaim as a pioneer and leading provider of customized digital entertainment solutions for hoteliers throughout the United States, KoolConnect anticipates continued demand from esteemed hotels both domestically and abroad. I am thrilled to be a part of this and welcome the exciting projects it will bring in the coming months."

Prior to working for Unisys, Mr. DiLeva served as Vice President of Marketing for a hospitality technology company that deployed in-room High-Speed Internet Access in upscale and luxury hotel properties throughout the United States, including acclaimed properties such as the Trump International in New York and The Houstonian in Houston, Texas. Additionally he spent 10 years working in hospitality marketing for Park Place Entertainment, Inc. and Harrah's Entertainment Inc.- the two largest casino entertainment and resort companies in the United States.

Eran Segev, President of KoolConnect Technologies, added that "Mike is a seasoned industry expert and we are delighted he has joined our staff. His knowledge of hospitality technology and foresight in terms of integrating next generation solutions within the industry make him an excellent choice for broadening the scope and reach of our current Video On Demand platform."

Eduard Will, KoolConnect Chairman of the Board commented, “There is a strong appetite for cutting-edge solutions and innovative new providers within the industry. With advanced, seamless technology increasingly becoming a part of our everyday lives, sophisticated hotels realize that future guest satisfaction will rely heavily on technology and in-room systems integration. Mike’s experience as an industry consultant, and his knowledge of marketing, business and program enhancement solutions make him a first class addition to our team.”

Mr. DiLeva has authored numerous articles on hospitality technology and customer loyalty and is a Contributing Editor to National Hotel Executive, a leading online trade publication. In addition, he was the recipient of the 1998 corporate “Chairman’s Award,” the highest honor offered by Harrah’s Entertainment, Inc., for his work developing a patented loyalty program enhancement that generated over \$25 million in new business in just six months. Mr. DiLeva holds a Bachelor of Science degree in Marketing Management from Rutgers University and a Masters of Business Administration degree from Saint Joseph’s University. He has also completed an executive leadership program conducted by the University of Virginia’s Darden School of Business.

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.

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