



Roomlinx Interactive Program Guide Delivers a “Better than Home” Experience

DENVER, CO, April 24, 2012 – Roomlinx, Inc. (OTC: RMLX), the innovative developer of interactive TV (iTV) applications for the hospitality industry, introduces an Interactive “click and go” Program Guide (IPG) that’s getting great reviews from hoteliers and the guests they serve.

The Roomlinx IPG, a popular feature included in Roomlinx iTV system v3.0 and above, is currently being used by guests at Hyatt Regency New Orleans and Hyatt Regency Denver Tech Center and will soon be installed in other full service Hyatt properties across U.S., Canada and Caribbean.



Photo: The Hyatt Lodge at McDonald’s Campus IPG on Roomlinx iTV System

“Guests have come to expect an exceptional experience when checking into a Hyatt, and now Roomlinx helps us deliver that experience with a comprehensive, innovative iTV system that includes features like their Interactive Program Guide feature,” said Pete Sears, Senior Vice President, Operations, North America, Hyatt Hotels and Resorts.

Hyatt recently signed an agreement to install Roomlinx in up to 60,000 hotel rooms throughout U.S., Canada and Caribbean.

The Roomlinx IPG gives hotel guests a fast, easy way to access a full schedule of current and upcoming shows. Guests simply press the guide button on the remote or click the TV icon on the iTV screen to display the IPG. Navigating is just as easy with choices like page up, page down, auto scroll and rollover functionality to display program descriptions. Once a program has been selected, one click takes the guest directly to the show.

The Roomlinx IPG goes above and beyond the ‘browse and select’ platforms currently offered by other hotel technology providers. Roomlinx’s proprietary IPG technology offers two features that allow the guide to do the searching for the guest, creating even greater ease of use.

- Genre filter. The guest can choose from a list of popular program genres including Movies, Sports, News and Family, to view the schedule of programs in that category.
- Keyword search. Guests can drill down even further by entering a word like “baseball” or “food” in the search field and see all the programs with that word in the title or description.

Giving the guest multiple program options that pertain to their primary interests is one more way to improve the guest experience.

“The Roomlinx IPG is just one of several features guests get when they use our iTV system. We’ve purposely designed features that appeal to the guest who expects an in-room entertainment system to be a step ahead of—not behind—the TV back home,” said Franks Watervoort, Roomlinx’s Chief Information Officer. “When it comes to choosing a TV program, guests don’t want to spend time flipping through channels. Nor are they interested in hunting around for a printed channel guide, especially since it provides such limited information. Guests want a quick, easy way to find what programs are available so they can make a faster, more informed decision. The Roomlinx IPG helps them do that.”

Like the entire Roomlinx iTV product line, the IPG is designed to provide guests with the best in-room experience. “Reliability is always a top priority, along with convenience, attractive styling and ease of use,” said Watervoort. “But, it doesn’t stop there. Hoteliers benefit too. Property owners tell us this feature lets them eliminate the costs and complications associated with creating, printing and distributing paper channel guides in a variety of locations. It’s a greener option, and most importantly, it allows them to surprise their guests with a special amenity that makes the stay even better.”

Hoteliers can experience the Roomlinx IPG and iTV system themselves at booth #405 at HITEC 2012 in Baltimore on June 25-28.

About Roomlinx

Headquartered in Broomfield, CO, Roomlinx, Inc. is the innovative developer of iTV applications within the hospitality industry serving the United States, Canada and selected global markets. The Company provides premium hotel and resort properties “best-in-class” in-room technology. The Company’s recent launch of iTV Platform 3.0 combines the best of HD TV, the Internet, PC functionality and Video on Demand options demanded by today’s traveler. Roomlinx’s property service solutions range from infrastructure development to revenue generating business services. For more information, go to www.roomlinx.com.

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This news release may contain forward-looking statements within the meaning of the federal securities laws. Statements regarding future events, developments, the Company’s future performance, as well as management’s expectations, beliefs, intentions, plans, estimates or projections relating to the future are forward-looking statements within the meaning of these laws. These statements include statements regarding the Hyatt hotels roll out (including the timing thereof) and Roomlinx’s growth as a result of the master service agreement with an affiliate of Hyatt Hotels Corporation. These forward-looking statements are subject to a number of risks and uncertainties, some of which are outlined below. As a result, actual results may vary materially from those anticipated by the forward-looking statements. Among the important factors that could cause actual results to differ materially from those indicated by such forward-looking statements are: the Company’s successful implementation of new products and services (either generally or with specific key customers), the Company’s ability to satisfy the contractual terms of key customer contracts, demand for the new products and services, the Company’s ability to successfully compete against competitors offering similar products and services, general economic and business conditions; unexpected changes in technologies and technological

advances; ability to commercialize and manufacture products; results of experimental studies research and development activities; changes in, or failure to comply with, governmental regulations; the ability to obtain adequate financing in the future; the Company's ability to establish and maintain strategic relationships, including the risk that key customer contracts may be terminated before their full term; the possibility of product-related liabilities; the Company's ability to attract and retain qualified personnel; the Company's ability to maintain its intellectual property rights and litigation involving intellectual property rights; risks related to third-party suppliers; the Company's ability to obtain, use or successfully integrate third-party licensed technology; breach of the Company's security by third parties; and the risk factors detailed from time to time in the Company's reports filed with the Securities and Exchange Commission, including our 2010 Annual Report on Form 10-K available through the web site maintained by the Securities and Exchange Commission at www.sec.gov. The Company undertakes no obligation to update publicly any forward-looking statement, whether as a result of new information, future events or otherwise.

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