



Roomlinx Retains Hayden IR to Develop Strategic Investor Relations Program

Raise Investor Awareness and Highlight Roomlinx as Leading Technology Differentiator within the Hospitality Industry

DENVER, CO, November 14, 2012 – Roomlinx, Inc. (OTC: RMLX), the innovative developer of media networks and interactive TV (iTV) applications for the hospitality industry, today announced that it has retained [Hayden IR](#), a national investor relations consulting firm, to develop and implement a strategic investor relations program to raise its visibility and strengthen its relationships with the investment community.

“The hospitality industry is in the midst of a major technology transition driven by consumer demand for enhanced, high speed data services and high definition entertainment products,” commented Michael Wasik, CEO of Roomlinx, Inc. “In March of this year we signed a master service agreement with Hyatt Hotels and anticipate deploying our solutions in up to 60,000 guest rooms over the next two years. We have also joined with leading entertainment and programming providers DISH Network and Starz Entertainment to deploy premium and on-demand content.”

Wasik continued, “While we believe our solutions fill a major gap in hotel guest service offerings, they also offer new, unique revenue opportunities to hotels, and to Roomlinx, that had not existed previously in the industry. We have retained Hayden IR to help build shareholder value through an investor relations program that highlights this and other opportunities ahead of us.”

With offices in New York, Phoenix, Minneapolis, Seattle and San Diego, Hayden IR provides a comprehensive range of investor relations services to a growing list of clients. For more than a decade, Hayden IR has been a recognized leader in driving market recognition and creating sustainable competitive advantages for more than 100 micro- and small-cap companies. Hayden delivers expertise and professionalism in such areas as investor management, relationship building, awareness campaigns, online presence and corporate identity.

“We are excited about the market opportunity available to Roomlinx and its role as a leading technology differentiator in the hospitality sector,” stated David Fore, Director of Research of Hayden IR. “With an expansive master services agreement with leading hotelier Hyatt Hotels, and potentially others in the future, along with very compelling per room economics, we do not believe the market fully recognizes the revenue opportunity that lies ahead for Roomlinx. We look forward to addressing this by assisting Roomlinx in building shareholder value with a comprehensive IR program that expands the company’s visibility within the investment community.

About Roomlinx

Headquartered in Broomfield, Colorado, Roomlinx, Inc. develops interactive TV applications for the hospitality industry, serving hoteliers in the United States, Canada and selected global markets. The company delivers world-class in-room entertainment technology, allowing hotel guests to enjoy the best of HD TV, the Internet, PC functionality and Video on Demand. For more information, visit www.roomlinx.com.

Safe Harbor Cautionary Statement

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), Roomlinx's growth as a result of the master service agreement with an affiliate of Hyatt Hotels Corporation, and the revenue potential arising therefrom. 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 2011 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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