



FOR IMMEDIATE RELEASE

Roomlinx Forges First-of-its-Kind Programming and Marketing Relationship with DISH

DENVER, CO, August 27th, 2012 - Roomlinx Inc. (OTC: RMLX), the innovative developer of media networks and interactive TV (iTV) applications for the hospitality industry, today announced a ground-breaking five year programming and marketing agreement with DISH Network Corporation (NASDAQ: DISH), a leading pay-TV provider in the United States.

This deal allows Roomlinx and DISH to deliver high-definition programming and DISH interactive marketing to guests at participating Hyatt hotels via the Roomlinx iTV platform. As previously announced, Roomlinx is installing its iTV system in up to 60,000 rooms at participating Hyatt hotels in the U.S., Canada, and the Caribbean by the end of 2013. In addition to offering more than 40 HD channels to Hyatt guests, DISH will advertise its residential services on Roomlinx's proprietary iTV ad platform with future plans to allow existing DISH customers to access their home subscription package via Sling[®] Adapter, as well as DISH Online content from their guest room TV.

This relationship offers significant benefits for all parties. Advertising revenues and cost savings resulting from the deal are anticipated to benefit Roomlinx and the hotels that have installed the Roomlinx iTV system and DISH HD programming. Advertising revenues, shared among Roomlinx and the participating Hyatt hotels, are expected to grow to a significant level for Roomlinx as the 60,000 room installations progress while DISH showcases its quality products to the desirable business and luxury leisure traveler.

Roomlinx's powerful platform enables unique DISH Relationship

In addition to expanding entertainment options and improving the user experience, this deal presents a powerful marketing opportunity for DISH to reach guests at Hyatt hotels with in-room and in-hotel marketing assets. Using the Roomlinx interactive programming guide and proprietary ad platform, DISH will be able to promote its consumer products and services via interactive messages, displays, logos and links.

"We view the guest room TV as a valuable tool for interacting with and introducing qualified prospects to our products and services," said Robert Grosz, vice president of Commercial Sales at DISH.

"Roomlinx's versatile platform lets us develop interactive messages and place them strategically



throughout the system so we can highlight our products and our value while targeting, engaging and driving viewers to action.”

“System limitations of legacy providers have not allowed these types of incremental marketing opportunities previously,” states Roomlinx CEO Michael Wasik. “We expect this will be the first of many partnerships Roomlinx builds as we focus on growing our business by helping property owners grow theirs.”

The DISH relationship illustrates how Roomlinx is not just a pioneer in the delivery of integrated hotel technologies including in-room entertainment, high speed Internet and HD programming, but in providing an innovative technology platform to foster new business relationships based on new sources of revenue and cost savings for hotel partners.

Hyatt hotels build guest loyalty, increase revenues

This is an exciting opportunity for Hyatt hotels and their guests, who will benefit from the Roomlinx-DISH deal. “The agreement allows us to offer guests quality content from more sources at a reduced cost. As a result, this deal will improve the in-room entertainment experience and is intended to drive higher levels of guest satisfaction,” said Pete Sears, senior vice president, operations for Hyatt Hotels & Resorts. “We also look forward to capturing new revenues for owners of Hyatt hotels in connection with DISH’s in-room marketing initiatives and leveraging DISH’s leading content products and technologies.”

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.061 million satellite TV customers, as of June 30, 2012, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation’s subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company’s subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt**®, **Park Hyatt**®, **Andaz**®, **Grand Hyatt**®, **Hyatt Regency**®, **Hyatt Place**® and **Hyatt House**™. **Hyatt House** is changing its brand identity from **Hyatt Summerfield Suites**®. **Hyatt Residential Group**,



Inc., a **Hyatt Hotels Corporation** subsidiary, develops, operates, markets or licenses **Hyatt Residences™** and **Hyatt Residence Club™**. As of June 30, 2012, the Company's worldwide portfolio consisted of 492 properties in 45 countries. For more information, please visit www.hyatt.com.

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) 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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