



Roomlinx announces significant technology breakthrough with the delivery of its Interactive TV platform over WiFi

Denver, Colorado, January 23, 2013 - Roomlinx Inc., (OTC: RMLX), the innovative developer of media networks and interactive TV (iTV) applications for the hospitality industry today announced the successful implementation and operation of Roomlinx iTV distributed via a Roomlinx installed and managed HSIA (High Speed Internet Access) network.

Roomlinx has now completed multiple property installations, totaling approximately 1,000 TV units, all providing high definition Interactive TV via the Roomlinx designed and installed 802.11n dual band 5Ghz networks.

According to Gary Sandhu, Roomlinx Vice President of Implementation, "The 5GHz wireless networks that Roomlinx is installing today provide enough distribution and capacity for every guest to simultaneously stream high definition (HD) content from our local, onsite servers, regardless of the external broadband connection available at the property. The successful implementation and operation of wireless distribution is a significant step forward in the process of migrating next-generation, guest-facing services and content into the cloud. It also opens the door for Roomlinx to expand guest content options beyond the TV to guest's personal devices, including smartphones, laptops, and tablets."

"This is a substantial advancement for Roomlinx. The ability to support large scale wireless distribution of our Interactive TV platform paves the way for us to provide many of the same new guest facing features, benefits, and next-gen services that we have traditionally provided over our wired networks" said Mike Wasik, Roomlinx's CEO. "The ability to bypass aging hotel infrastructure while increasing quality and quantity of guest services is expected to accelerate the adoption of our iTV platform and other next generation technologies throughout the hotel industry."

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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