



Roomlinx Transforms In-Room Entertainment Experience at Hyatt Regency Denver Tech Center

Innovative interactive TV replaces traditional Video on Demand

Denver, CO, June 18, 2012 - Roomlinx Inc., (OTC: RMLX), a leading provider of interactive TV (iTV) applications for the hospitality industry, has completed the installation of its innovative iTV system at Hyatt Regency Denver Tech Center, a 450-room luxury hotel in the Mile High City.

The Roomlinx iTV system allows Hyatt to replace its old-fashioned pay-per-transaction Video on Demand (VOD) service with a high speed Internet integrated solution. Now guests can use Roomlinx iTV to access thousands of movies and TV programs through Netflix, Hulu, DISHOnline, Xfinity, HBO GO and other popular online sites. Guests log in to these sites using existing account information or set up new accounts as needed.

"The latest research from Nielsen and others indicates a drop-off in demand for transactional VOD and strong growth in online viewing," said Michael Wasik, Roomlinx CEO. "Our system lets hotel owners respond to these changes with in-room entertainment technology that's equal to or better than what guests have at home."

"Many Hyatt guests are already using smartphones, tablets and laptops to watch movies and TV programs," said Scott Mason, general manager, Hyatt Regency Denver Tech Center. "We are now pleased to offer the Roomlinx system, so they can view that content on a big screen with enhanced audio. This is just another way Hyatt is in touch with what travelers look for in a hotel."

In addition to providing a better way to view movies and TV programs on demand, the Roomlinx iTV system gives hotel guests convenient access to a variety of information, entertainment and business productivity options through the high-definition LCD TV. They can:

- Take advantage of 40+ HD TV channels
- Spend time on their favorite internet sites such as Facebook, Twitter and LinkedIn
- Play web games or create music playlists on Pandora
- Explore local dining, shopping, cultural and entertainment venues; make reservations and send directions to mobile devices
- Plug in a personal MP3 player or thumb drive
- Edit or print documents, spreadsheets and presentations
- Interact with hotel staff including room service, the front desk and housekeeping

"We believe the Roomlinx system gives guests one more reason to choose the Hyatt Regency Denver Tech Center," said Mason. "It's a differentiating technology that will not only improve the guest experience, but will also reduce costs associated with VOD delivery and drive revenue growth for the property."

Hoteliers are encouraged to stop by booth #405 at HITEC 2012 in Baltimore on June 25-28 to learn more about Roomlinx and how their products and services can transform guests' in-room entertainment experience.

About Roomlinx

Headquartered in Broomfield, CO, Roomlinx, Inc. is the innovative developer of iTV applications in 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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