



Roomlinx SmartEvent Provides Hosts a Better Way to Communicate with Attendees During Events *Exclusive technology differentiates hotel venue, drives revenue*

DENVER, CO, May 29, 2012 - Roomlinx, Inc. (OTC: RMLX), the innovative developer of interactive TV (iTV) applications for the hospitality industry, introduces SmartEvent, a propriety technology that allows event hosts to deliver interactive content to attendees through the guest room TV.

Ideal for both business events and social occasions such as weddings or class reunions, SmartEvent delivers customized event information through interactive text, graphics, videos and web links to attendees' hotel rooms. Event hosts use the system to create welcome messages, display schedules, promote featured speakers or exhibitors, advertise products and services, share videos and drive traffic to websites, social media pages and other strategic locations.

"Roomlinx developed SmartEvent because event planners told us it can be challenging to communicate with attendees during an event," said Roomlinx Chief Information Officer Frank Watervoort. "Attendees' have busy schedules and many people vying for their attention. The calm of the guest room is a perfect place to deliver information, but often the host's only option is to play a pre-recorded DVD over a publically aired dark TV channel purchased from the hotel. SmartEvent, a feature of Roomlinx iTV, lets hosts create much more dynamic messaging to stay connected to attendees when they are most excited, focused and impressionable."

A cutting edge tool that is flexible, interactive and environmentally friendly, SmartEvent assures private communication in that only the attendees of an event will have access to their event's information. In addition, SmartEvent drives revenue growth for property owners and event hosts.

Property owners capture incremental revenue from selling the various levels of SmartEvent features within the Roomlinx iTV system. Event hosts can not only achieve ROI when purchasing SmartEvent, but can also generate additional income by re-selling space to sponsors, exhibitors and vendors. In return, sponsors, exhibitors and vendors will experience higher conversion rates with SmartEvent because the system's interactive features encourage users to act promptly.

Hyatt properties, including Hyatt Regency New Orleans and Hyatt Regency Denver Tech Center, are currently benefitting from the SmartEvent feature of the Roomlinx iTV system. Other Hyatt properties will begin offering the service as Roomlinx technologies are installed in up to 60,000 rooms in the U.S., Canada and Caribbean over the next two years.

"At Hyatt, we have been extremely impressed with Roomlinx's ability to develop applications like SmartEvent that generate strong revenues beyond Video on Demand while improving the guest experience," said Pete Sears, Senior Vice President, Operations, North America, Hyatt Hotels and Resorts. "We believe planners will be pleased with this new technology, as it will make their events more productive."

Hoteliers are encouraged to experience Roomlinx SmartEvent and iTV 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 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.

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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