

Roomlinx Featured in Recent *Lodging* Cover Story on Hyatt's In-room Technology Transformation

Denver, CO, June 20, 2012 - Roomlinx, Inc. (OTC: RMLX) was recently recognized in *Lodging* magazine, the official publication of the American Hotel & Lodging Association, for delivering the technology that will allow Hyatt Hotels and Resorts to "transform standard in-room televisions into fully interactive entertainment centers and virtual concierges."

Hyatt's strategy to drive business growth by simplifying and enhancing the guest experience with Roomlinx interactive TV (iTV) technology was profiled in the cover story of *Lodging's* June 2012 issue. Pete Sears, senior vice president of North American operations for Hyatt Hotels and Resorts, said Roomlinx was selected after an extensive evaluation process. He said the company's innovative technology "provides real value to guests" and gives hotel owners a system that will "drive business but is also capable of evolving without significant capital reinvestment."

Sears said the Roomlinx technology vision appeals to the Hyatt organization. After meeting with the Roomlinx team to discuss future product enhancements, he expressed confidence that "we've made a decision on technology that can keep up with the changing desires and needs of the customer."

Click [here](#) to find out why Sears expects the Roomlinx iTV system to help Hyatt "drive preference and hopefully a bigger share of the market."

<http://bluetoad.com/publication/?i=114211>

Hoteliers are invited to stop by booth #405 at HITEC 2012 in Baltimore on June 25-28 to learn more about Roomlinx iTV and how it can drive business growth for their properties.

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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