



## **Roomlinx to Utilize HP Technology to Provide Interactive TV (iTV) and Internet Solutions to the Hospitality Industry**

### ***Roomlinx's Expanding List of Tier-1 In-Room Advertisers Now Includes HP***

**Denver, Colorado – Dec. 4, 2012** -- Roomlinx Inc., (OTC: RMLX), the innovative developer of media networks and interactive TV (iTV) applications for the hospitality industry, has announced it will work with HP to provide hotel guests with modern, state of the art Internet and TV services based on HP networking and thin client technology.

Under this agreement, HP will also advertise a range of technology services and products through the Roomlinx iTV system. Roomlinx has previously named Dish and Starz as advertisers on the in-room system. Hyatt Hotels in North America are among the first to offer guests the Roomlinx iTV system. Roomlinx expects to install its technologies in up to 60,000 Hyatt full service hotel rooms over the next 24 months.

“With the recent marketing and service commitments from DISH, Starz, and now HP, we are proving our dedication to both create new sources of revenue and to directly decrease costs for our hotel partners,” said Roomlinx Chief Executive Officer Michael Wasik. “As Roomlinx’s installed base of interactive guestrooms ramps rapidly in the coming months, we look for expanding opportunity for additional advertisers to highlight their products and services on our platform.”

Wasik continued, “In addition to flexible charge-for-use guest packages and conference products and services, the Roomlinx model is compelling because it allows hotels and resorts to upgrade their TV and Internet systems cost effectively by allowing guest-relevant marketing on these systems – through interactive videos, local service listings, and direct product advertising. This not only enables our hotel partners to generate new revenues from in-room advertising on the Roomlinx iTV system but it also offsets, in part, the installation and deployment cost of the system itself.

“HP’s goal is to enable a high quality entertainment experience for hotel guests with its thin client and other network technologies that drive the Roomlinx iTV and Internet system,” said Jeff Groudan, director of marketing for Thin Clients at HP. “HP’s technology will help Roomlinx roll out its iTV systems to more hotels, more quickly—allowing hotels and resorts to upgrade and modernize their TV and Internet systems very cost effectively and to offer relevant guest-relevant marketing over these platforms.”

**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](http://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](http://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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