

## **Roomlinx Inc., Enters into Hotel Marketing and Promotional Agreement with Starz Entertainment**

DENVER, Oct. 16, 2012 (GLOBE NEWSWIRE) -- Roomlinx Inc. ([RMLX](#)), the innovative developer of media networks and interactive TV (iTV) applications for the hospitality industry, said today it has expanded its existing agreement with Starz Entertainment to include a commitment to promote their services on Roomlinx's iTV system.

In addition to providing several of its premium channels and on-demand content for the Hyatt deployment, Starz Entertainment will promote its products and services through the Roomlinx iTV system, generating incremental revenues for hotel owners.

"This agreement as well as the recently signed DISH agreement marks a significant milestone in the hospitality sector," said Roomlinx Chief Executive Officer Michael Wasik. "These agreements elevate revenue for our hotel partners beyond the usual guest usage packages and reduce operating expenses, adding value to our iTV platform. They also provide a solid differentiator from the typical VOD providers whose financial model is at the mercy of consumer trends and occupancy fluctuations."

The marketing agreement opens up new opportunities for Starz Entertainment as well.

"The Roomlinx iTV platform allows us to target ads to users we know are interested in our various linear, on demand, HD and online services," said Tom Gove, vice president of sales and marketing for Starz Entertainment. "Giving them a quality media experience in the hotel room—where they're removed from the distractions of everyday life—will put us in a stronger position to earn their business, both in the hotel and at home. Interactive ads, placed strategically throughout the Hyatt Roomlinx system, will also help build the STARZ brand."

Wasik said Roomlinx is pursuing additional marketing partnerships with major players in the hospitality and media industries.

"It's all part of our strategy to grow profitably by offering property owners new ways to increase revenues, demonstrate differentiation and strengthen guest loyalty."

### **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).

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### **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](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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