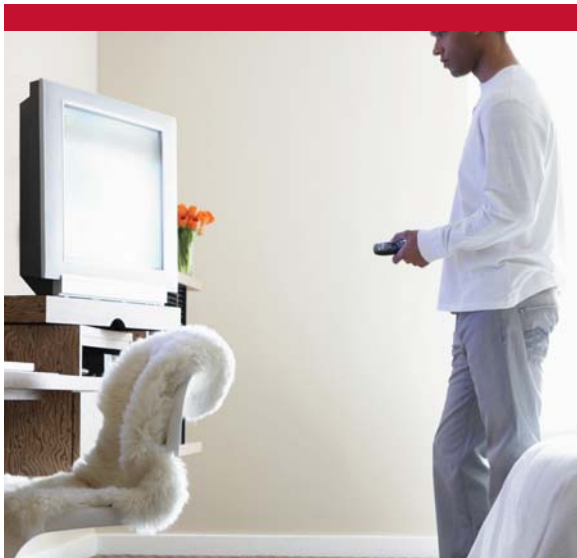


The Hotel Networks SuperBlock



THE HOTEL NETWORKS

Through The Hotel Networks,
we deliver marketing solutions
that add value to the guest
experience.



To learn more
1-888-34-HOTEL
cable@thehotelnetworks.com
www.thehotelnetworks.com

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The Hotel Networks delivers a package of high-profile, ad-supported cable channels to upscale and luxury properties. Based on studies of guest viewing habits, programming is selected to maximize guest tune-in appeal. National advertisers partner with The Hotel Networks to insert their targeted commercials in place of generic cable ads. The result – more relevant content for an upscale traveler and business audience and a series of ads no longer than standard cable commercial lengths.

BENEFITS

- Enhances the guest experience with an expanded selection of free-to-guest channels.
- No cost to the hotel.
- Increases the amenity value of in-room entertainment.
- Replaces “low-quality local ads” and mass ads with targeted commercials.

KEY FEATURES

- 10 free cable channels: A variety of popular news, weather, sports and entertainment networks, which through research have been found to receive considerably more viewership than many of the current hotel cable channels.



- Comprehensive service and support: From our 24x7 Contact Center and the industry's largest field service network.
- Effective measurement: Through our partnership with Nielsen Media Research, hotels receive valuable insights into guest viewing habits and preferences.
- Growing network: The Hotel Networks currently serves more than 370,000 rooms in more than 870 properties, as a subsidiary of LodgeNet Interactive.