

## **FOR IMMEDIATE RELEASE**

### **Contacts:**

Brian Ardinger  
Chief Marketing Officer  
Nanonation, Inc.  
(402) 323-6262  
[brian@nanonation.net](mailto:brian@nanonation.net)

## **NANONATION ANNOUNCES AGREEMENT TO DEVELOP INTEGRATED DIGITAL SIGNAGE SOLUTION WITH LODGENET**

### **Touch Screens, Video Walls and Meeting Room Applications Included As Part of NEW LodgeNet Digital Signage Product Line**

LINCOLN, NE, September 8, 2009 – Nanonation announced that it is working with LodgeNet Interactive Corporation to provide digital signage software and services to expand and enhance LodgeNet’s product offering in the hospitality and healthcare markets. As part of this agreement, LodgeNet will offer traditional informational and promotional digital signage solutions, and will also be able to provide expanded capabilities such as interior wayfinding, video walls, and integrated meeting room signage applications.

LodgeNet Digital Signage Powered by Nanonation brings hoteliers and healthcare facilities the power of Nanonation’s innovative software and content management tools, and integrates them with LodgeNet’s industry-leading interactive media technology. In addition, the new solution will be supported by LodgeNet’s nationwide service and support team, which will handle all aspects of implementation - from preliminary site surveying and pre-install coordination through installation, staff training and ongoing technical support.

“We are excited to announce our agreement with Nanonation, a proven industry leader in digital signage solutions,” said Scott E. Young, President of Hospitality for LodgeNet. “By working with leading partners such as Nanonation, LodgeNet will continue to grow our capabilities to provide complete solutions that meet our customers’ needs. And by adding this new digital signage capability to our LodgeNet360 platform, we can now offer our customers a single-source solution for planning and implementation of broadband, telephone, video, interactive services and digital signage.”

“Nanonation’s software is engineered to drive sales, fuel profits, and enhance the guest experience,” said Bradley Walker, CEO of Nanonation. “Our platform seamlessly integrates digital media content while monitoring, measuring and managing customer interactions. Partnering with a complete solution provider like LodgeNet enables more businesses to take advantage of technologies that make a difference in creating compelling experiences, while enhancing the bottom line.”

### **About Nanonation**

Nanonation's enterprise-class software for digital signage and kiosks drives sales and fuels profits. With proven tools and technologies to enhance the customer experience, businesses can now deliver powerful messaging and integrated marketing services seamlessly across an enterprise – all while monitoring, measuring, and managing each customer interaction. Nanonation's client list includes Build-A-Bear Workshops, Royal Caribbean, Mazda, Harley-Davidson, and many others in the retail, hospitality, entertainment, and financial services markets. For more information, visit [www.nanonation.net](http://www.nanonation.net).

### **About LodgeNet Interactive**

LodgeNet Interactive Corporation is the leading provider of media and connectivity solutions designed to meet the unique needs of hospitality, healthcare and other guest-based businesses. LodgeNet Interactive serves more than 1.9 million hotel rooms representing 10,100 hotel properties worldwide in addition to healthcare facilities throughout the United States. The Company's services include: Interactive Television Solutions, Broadband Internet Solutions, Content Solutions, Professional Solutions and Advertising Media Solutions. LodgeNet Interactive Corporation owns and operates businesses under the industry leading brands: LodgeNet, LodgeNetRX, and The Hotel Networks. LodgeNet Interactive is listed on NASDAQ and trades under the symbol LNET. For more information, please visit [www.lodgenet.com](http://www.lodgenet.com).

LodgeNet and LodgeNet360 are trademarks or registered trademarks of LodgeNet Interactive Corporation. All other trademarks are the property of their respective owners.