



THE HOTEL NETWORKS

## **FOR IMMEDIATE RELEASE**

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## **DoNotDisturb TV FIRST TELEVISION CHANNEL EVER TO SHOWCASE “BEST OF WEB” ENTERTAINMENT ATTRACTS NEARLY 20% OF HOTEL GUESTS**

NEW YORK, NY, October 15, 2009 – DoNotDisturb TV, the first television channel of its kind, created by The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), has become a popular entertainment option for millions of hotel guests across the country. Viewership statistics collected by THN and LodgeNet through in-room, set-top box monitoring show that over 19% of hotel guests with access to DoNotDisturb TV watch the short form programming channel – a viewership percentage higher than many popular cable channels. In addition, since the channel’s test launch this summer, there have been over 1.7 million DND “plays” viewed through the hotel’s iTV system. Viewers are enamored with the “buzz-worthy,” web-originated entertainment programming – including the “highest rated” user generated videos, stand up comedians and sketch comedy to professionally produced web series, and short films.

Programming is acquired via partnerships with popular websites such as strike.tv, mydamnchannel and break.com, and from the growing daily number of submissions received through the donotdisturb.tv website.

THN uses its in-room set-top box data and third party research partners (Nielsen) to provide hotels with innovative, original, and custom content options based on guest behaviors and viewing preferences. DoNotDisturb TV was created after research confirmed that hotel guests were interested in a short form, easily digestible, in-room entertainment option, and a way to see web content and viral campaigns they may not have had time to find or watch themselves.

“THN is proud to bring this one-of-a-kind channel, with broad demographic appeal, to the hotel marketplace,” says THN President, Derek White. “DoNotDisturb TV represents a refreshing alternative from traditional television offerings and reinforces our commitment to bring innovative custom programming solutions to hotel audiences nationwide.”

DoNotDisturb TV is built to showcase advertiser and hotelier messaging and branding in unique ways. For example, when an advertiser sponsors DoNotDisturb TV, its logo is built into the on-air design of the DoNotDisturb TV linear channel, iTV platform and website. Additionally, a lower 4<sup>th</sup> area exists on the linear channel for additional brand messaging, prompting viewers to “press SELECT” to be telescoped into the iTV area where longer form advertiser content offering special promotions or additional information is housed.

Advertisers can also create “youtube’esque” video commercials to air within the channel line-up, or take advantage of ad mentions and product placement opportunities within web content due to the short production turn-around of most web programming. All DoNotDisturb TV programming is Nielsen measured and reported.

DoNotDisturb TV is one of many new and exciting custom programming options, now offered by THN, that are tailored specifically for the hotel market. Other content genres center around the areas of fashion, ambient, sports, health/wellness, music, wine and luxury living. THN offers customization to incorporate hotel branding and can create channels that compliment a specific hotel brand and their guests. Leveraging the LodgeNet Interactive infrastructure, THN can provide hotel partners with turn-key programming integration and delivery solutions.

### **About The Hotel Networks**

The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), is the leading marketing and programming solutions provider in the hotel space. Over 25 million upscale and business travelers visit THN network hotels each month. THN delivers a premium package of nine national cable networks, interactive TV advertising applications, custom content, and on-site promotions to upscale and business class hotels nationwide. For more information, please visit [www.thehotelnetworks.com](http://www.thehotelnetworks.com).