



THE HOTEL NETWORKS

## FOR IMMEDIATE RELEASE

### Contacts

Alison Holmes  
The Hotel Networks  
(212) 317-0868  
[aholmes@thehotelnetworks.com](mailto:aholmes@thehotelnetworks.com)

Ann Parker  
Director of Corporate Communications  
LodgeNet Interactive  
(605) 988-1000  
[communications@lodgenet.com](mailto:communications@lodgenet.com)

Olga Chepurko  
FTV USA  
[olga@ftv.com](mailto:olga@ftv.com)

## THE HOTEL NETWORKS BRINGS INTERNATIONAL TELEVISION CHANNEL FASHION TV TO U.S. HOTELIERS

NEW YORK, NY, January 18, 2010 – The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), has signed an agreement to distribute the internationally acclaimed television channel, Fashion TV (FTV) to select hotel guest rooms. As the portal to fashion and glamour around the world, the Paris-based channel will give hotel guests a VIP seat to fashion, beauty, luxury and style events as well as provide inside access to top designers, models and celebrities. This agreement represents another major step in THN's quest to differentiate the hotel experience by providing unique programming and exclusive custom content for hotel brands nationwide.

Since Fashion TV's inception 12 years ago it has been one of the world's most recognized fashion media brands and one of the most widely distributed international TV channels. Broadcast in 192 countries into more than 350 million households and 7 million public locations globally, Fashion TV has the largest footprint of any fashion medium in the world.

"We are excited to bring Fashion TV to our U.S. hotel partners," says THN President, Derek White. "FTV's visually stunning programming highlights the hottest parties, shows, runways and models and provides a truly unique experience for style conscious hotel visitors."

THN will produce and distribute an exclusive version of the international channel called *Fashion TV: Jet Set Edition* that will be specifically tailored to appeal to hotel audiences. Programming will feature video clips from many of Fashion TV's most popular programming including "Tendances," an exclusive glimpse of the season's most coveted styles, looks, colors, and accessories straight from the world's biggest runways; "Swimwear," a glance at the new swimwear collections of the season; "Fashion Destination," a glamorous and entertaining journey into some of the world's exotic and fashionable destinations; and "F. People," focusing on front rows, red carpets, Hollywood glamour and launch events. Additional Fashion TV clips will be available on demand through the hotel's interactive TV system.

"We are so pleased to be working with The Hotel Networks," says Yaron Jakubowicz, CEO of Fashion TV. "Our programming attracts upscale consumers, early adopters and jet-setters – a profile that is a perfect fit with the most discriminating U.S. hotel audiences. THN and hoteliers are combining with FTV, the acknowledged fashion programming leader, to provide guests with beautiful, sexy and youthful programming as a type not commonly seen inside the U.S."

The customized delivery of *Fashion TV: Jet Set Edition* will provide both hotel flags and high-end consumer brands with unique and exclusive sponsorship opportunities, connecting them with millions of affluent consumers and mobile professionals each month. Advertisers benefit from category exclusivity, long-form messaging, minimal commercial interruptions, and a four sponsor limit. There is also the opportunity for one advertiser to own the entire channel. The program rollout will begin in January, with a launch party in February coinciding with New York's Fashion Week.

Fashion TV joins THN's growing list of programming partners, bringing exclusive custom content to major hotel flags throughout the U.S. Other content genres center on the areas of ambience, sports, health/wellness, music, wine and luxury living. THN offers customization to incorporate hotel branding and can create channels that complement specific hotel brands and their guests. THN can offer turn-key programming integration and delivery solutions to hotel partners through its access to the expansive LodgeNet Interactive infrastructure.

### **About The Hotel Networks**

The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), is a leading marketing and programming solutions provider in the hotel space. THN delivers a premium package of ten television channels, 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).

### **About Fashion TV**

Fashion TV is broadcast in 192 countries in over 350 million households and 7 million public locations across the 5 continents; it is the only 24-hour fashion, beauty & lifestyle television network worldwide. Its content focuses on fashion shows, backstage access, photographers, models and celebrities. In USA, FTV HD is available via DISH Network (Channel 374) and FTV SD is available via Atlantic Broadband cables in Miami Beach with an extensive network of commercial locations (spas, gyms, hotels, clubs), and as Direct-To-Home via Galaxy 19 satellite. In addition, Fashion TV channel is offered via major mobile phone platforms and as VOD in the USA via Sprint, Cingular, Alltel, Midwest wireless and Cellular South. For more information about Fashion TV please visit [www.ftv.com](http://www.ftv.com).