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## JEFF STETTIN JOINS THE HOTEL NETWORKS AS SVP, BUSINESS DEVELOPMENT

NEW YORK, NY, June 10, 2009 – The Hotel Networks, a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), today announced that Jeff Stettin has joined the Company as SVP, Business Development. Mr. Stettin is a 22 year veteran of the advertising industry with experiences that focus on the sale, and the marketing-of-the-sale, of television and interactive media. Throughout his career, Mr. Stettin has gravitated toward bringing relevant new media products to market and attributes his success to providing solutions to specific client marketing needs. Mr. Stettin joins The Hotel Networks from TiVo Interactive Advertising where he was Vice President, Interactive Ad Sales, Eastern Region. At TiVo, Jeff developed strategies to help marketers thrive in a fast-forwarding, DVR ubiquitous world.

Prior to joining TiVo, Mr. Stettin was Vice President of Sales at Viacom Plus, the company's cross-platform marketing-partnership arm. At Viacom Plus, Mr. Stettin created strategic marketing solutions for major advertisers using Viacom's vast portfolio of media assets. Mr. Stettin also held various posts at Food Network, MTM Television, New World Sales & Marketing, Turner Broadcasting, and Katz Television.

"We are pleased to have Jeff join the THN team and to share his wealth of industry knowledge and contacts," said Derek White, President of The Hotel Networks. "We are committed to providing consumers and Hoteliers with the best interactive programming and technology, along with providing advertisers with sophisticated marketing programs to engage with 30 million travelers each month."

"THN is more relevant now than ever. With mass scale, iTV applications, addressability, measurability, cost-effectiveness, and DVR-free linear TV, THN is what marketers want now. We deliver all this in the best possible viewing environment, the cozy sanctuary known as the hotel room," said Mr. Stettin. "With DVR penetration approaching 50% in the U.S., TV advertisers are losing their ability to brand to the masses and need a plan to recapture billions of lost impressions."

### About The Hotel Networks

The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), is the leading marketing solutions provider in the hotel space. THN delivers a premium package of ten national cable networks, interactive TV advertising applications, and on-site promotions to upscale and business class hotels nationwide. THN's innovative advertising platform efficiently targets the coveted travel, business and affluent markets and combines the best attributes of cable television, out-of-home, interactive and promotional marketing. For more information, please visit [www.thehotelnetworks.com](http://www.thehotelnetworks.com).