



THE HOTEL NETWORKS

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THE HOTEL NETWORKS FEATURED IN NEW NIELSEN “FOURTH SCREEN” REPORT

Click Through Rates Nearly 10 Times That of Typical Web Programs

Reach, Targeting and Engagement are Best in Class

NEW YORK, NY, May 13, 2010 – According to a recent Nielsen study, The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), is one of the premier out of home video networks possessing huge reach, micro targeting and quality engagement. Additionally, THN has few equals when it comes to delivering and guaranteeing high-value advertising impressions.

“The Hotel Networks delivers a quality ad environment and advertising impression – a :30 full sound and motion commercial on a large flat screen TV in a quiet, comfortable hotel room,” said Paul Lindstrom, Senior Vice President at Nielsen. “THN’s ad buyers can also feel comfortable with the audience data provided. It is comprehensive and detailed being derived from a combination of Nielsen meters in hotels and LodgeNet’s set-top box data.”

Nielsen’s inaugural quarterly “Fourth Screen Network Audience Report,” which was released for the first time in April, is the first standardized report that allows advertisers to easily compare audience reach data for ten of the largest placed-based video networks, including The Hotel Networks, to in-home television and other video screens.

“If you took the 10 networks comprising the THN Superblock and put a spot on each of the 10 for a month, you’d draw more exposures than having a spot on every one of the top 20 programs in prime time in a given week,” said Lindstrom.

THN offers two targeted and efficient video networks for advertisers in the hotel space. The first, called the Superblock, gives advertisers the opportunity to advertise on approximately one-third of all ad-supported cable networks in 370,000 top-tier hotel rooms across the country. THN also controls 100% of the commercial inventory on those partner networks. The ads purchased through THN are the only ads reaching THN’s premier room base and its targeted demographic.

THN's iTV/VOD platform, featured on the main menu of the hotel interactive system, also offers advertisers unique branding opportunities. Now in over 1.1 million hotel rooms, the platform collectively impacts over a half billion affluent consumers and mobile professionals each year. Furthermore, detailed post-reporting is available to advertisers through LodgeNet's set-top-box data which is Nielsen verified – representing the first time a television platform has utilized set-top-box research for standardized audience measurement.

“The Hotel Networks’ measurement capabilities are extensive. It is the first and only away-from-home network that is metered and the first to incorporate set-top-box data on an on-going basis,” said Lindstrom.

Other advantages over most place-based digital networks include guest television view times, which average over 3 hours per day, quality of ad impressions and interactivity. Because of these distinct characteristics, many advertisers use THN for awareness campaigns and to test new programming.

“The Hotel Networks is unique in its ability to combine the best elements of broadcast advertising – that is, big screens and great content – together with the desirable attributes of Web advertising – mainly accountability and interactivity,” said Derek White, THN President. “As a result of this unique venue and system, we are seeing click-through rates nearly 10 times that of typical Web programs. Also, a variety of engagement studies across a wide spectrum of advertising categories confirms the effectiveness of the THN platform in brand and business building.”

Unlike many digital out-of-home platforms, THN offers traditional television viewing options away from the home. Affluent consumers staying in high-end hotels make the active choice to watch THN programming. The results are higher levels of engagement and consequently, more valuable advertising impressions.

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.