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## **THE HOTEL NETWORKS UNVEILS NEW PROMOTIONAL MARKETING PLATFORM**

*New Experiential Marketing Solution Delivers the Most Direct Touchpoints to Reach Coveted Business Decision-Makers and Upscale Consumer Audiences*

*Leading Global Companies On Board as Charter Participants*

NEW YORK, NY, April 28, 2009 – The Hotel Networks (THN), a subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), today unveiled its new promotional marketing platform, giving hoteliers the opportunity to add value to the guest experience through creative promotions and cutting edge marketing while giving advertisers direct touchpoints to hotel guests in a receptive environment. Advertiser interest has been strong, with several global companies participating in charter promotional programs.

“In the current down economy, advertisers and brands need to maximize the value of each marketing dollar, and the marketing vehicles that work are programs that can reach a coveted audience directly with multiple, meaningful touchpoints,” said Derek White, President of The Hotel Networks. “Select hotel brand partners can deliver a personal connection in a comfortable and distraction-free setting, allowing complementary brands into this personal environment through carefully constructed promotions that further enhance the guest experience. Our advertisers are able to target by designated market area (DMA) and traveler type to create the best match in reaching the most desirable audience.”

The promotional marketing platform is comprised of sampling, branding and event programs. THN creates promotional marketing initiatives that deliver a positive and memorable experience for the guest as well as reducing operating expenses that would normally be incurred by the hotel. Advertisers have the opportunity to reach consumers in a quality, distraction-free environment where guests are more likely to take notice of a sponsor’s message. Promotional marketing opportunities extend beyond the guest room into public spaces like the lobby, fitness center, room service, bar, and business center. Some examples include key cards, branded premium items, complimentary cocktails at the bar, product demonstrations in the lobby, vehicle test drives, and product samples displayed in the room or distributed at check-in.

Furthermore, THN works with advertisers and brands to create custom programs that leverage the entire hotel platform and combine the best attributes of cable television, out-of-home, interactive and promotional marketing by creating custom 360-degree coverage. These programs utilize THN’s SuperBlock (commercial ad inventory on 10 top cable channels provided in the hotel room) and FreeViews platforms (innovative on demand content/advertising through the hotel’s video on demand [VOD] system), combined with promotional marketing opportunities.

The following data, released by Zoomerang last summer, supports guest interest and receptivity to promotional marketing within the hotel environment:

- 99% of guests said their opinion was raised / remained the same of a hotel receiving a free gift from a brand
- 94% of respondents showed interest in receiving a free product sample in their hotel room
- 92% of guests would be likely to attend a free tasting event in the hotel bar
- 93% of hotel guests utilize hotel supplied toiletries
- 85% of guest opinions of a hotel utilizing sponsored key cards increased or remained equal

### **Advertisers already signing on**

GEICO, as well as a leading delivery and office services company, are on board as charter members, with both of their promotions having recently debuted. One program focuses on the distribution of branded umbrellas to visitors in NY during rainy days; the other, on hotel business guests utilizing a key card program. Additionally, this month a leading business software company targeted its key influencer audience by placing hotel key cards within the host hotels of an important industry conference.

“People see thousands of ads every day on every platform possible, so for advertisers to break through that clutter is a task in itself,” added White. “The companies we are working with are executing smart campaigns, knowing that their message will be viewed and remembered. That is the goal of every advertiser, and that is exactly what the THN platform is delivering. It’s a win-win-win scenario for the advertiser, the hotelier and the guest.”

Recently, THN expanded its platform with the launch of FreeViews, a VOD ad-supported content offering reaching over 20 million hotel guests each month. THN is also continuing to expand its TV and VOD advertising offerings, including exclusive channel sponsorships with interactive “telescoping” or click-through capabilities to drive engaged guests to an advertiser’s long form content.

### **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, advertiser-supported video on demand programming, 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).

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