



## **MDM COMMERCIAL BRINGS LODGENETRX™ TO BRIGHAM AND WOMEN'S HOSPITAL**

### **High-Definition Interactive System Comes to Area Healthcare Facility**

**Ponte Vedra Beach, FL, December 10, 2008** – MDM Commercial, the Healthcare Sales Representative for LodgeNet Healthcare, announces an agreement that will bring the LodgeNetRX™ Interactive Patient Television System to more than 700 patient rooms at Brigham and Women's Hospital in Boston.

As a leading distributor of audio visual equipment and systems to the healthcare industry, MDM Commercial Healthcare recognizes the growing importance that hospitals are placing on interactive TV systems. "This platform will help increase patient satisfaction and improve operational efficiencies," said Steve Austin, President of MDM Commercial.

In support of this agreement, LodgeNet Healthcare will re-design the hospitals' patient TV networks and install a customized interactive television system that will deliver patient education, on-demand movies, music, games, DIRECTV®, CBORD integrated room service, and key EPIC integration products. Patients will also have the convenience of using the TV to request items such as additional pillows and to complete patient surveys, enabling the hospital to track patient satisfaction and feedback, and to respond at a moment's notice.

An internationally renowned teaching affiliate of Harvard Medical School, Brigham and Women's Hospital, launched the system in July to provide patients with access to on-demand entertainment and patient specific education.

"To have such a prestigious hospital rely on LodgeNet for patient education and entertainment needs speaks volumes about the service they know we can deliver," said Gary Kolbeck, vice president of Healthcare Business Development for LodgeNet. "Our system can benefit not only the patient but the hospital as well with improved operational efficiencies."

The LodgeNetRX Interactive Patient Television System is a leading solution supporting a growing trend in which more hospitals and healthcare facilities are seeking to deploy interactive TV systems as a way of better informing and empowering patients throughout the continuum of care.

### **About MDM Commercial**

Founded in 1990 by Steve Austin, MDM Commercial is a leading commercial equipment and systems provider to the healthcare, lodging and education markets. MDM's nationwide sales force provides on-site consulting, installation and sales of audio visual, air conditioning, and refrigeration equipment.

MDM Commercial is the Healthcare Sales Representative for LodgeNet Healthcare. As an established healthcare distributor with a nationwide sales team and experience in television sales and integration, MDM Commercial is ideally suited to extend solutions to healthcare facilities seeking to maximize the value of television for education, information and entertainment. For more information, visit [www.mdmhealthcare.com](http://www.mdmhealthcare.com).

### **About LodgeNet Interactive**

LodgeNet Interactive Corporation is the leading provider of media and connectivity solutions designed to meet the unique needs of hospitality, healthcare and other guest-based businesses. LodgeNet Interactive serves more than 1.9 million hotel rooms representing 10,000 hotel properties worldwide in addition to healthcare facilities throughout the United States. The company's services include: Interactive Television Solutions, Broadband Internet Solutions, Content Solutions, Professional Solutions and Advertising Media Solutions. LodgeNet Interactive Corporation owns and operates businesses under the industry leading brands: LodgeNet, LodgeNetRX, and The Hotel Networks. LodgeNet Interactive is listed on NASDAQ and trades under the symbol LNET. For more information, visit [www.lodgenet.com](http://www.lodgenet.com).

### **About Brigham and Women's Hospital**

Brigham and Women's Hospital (BWH) is a 757-bed nonprofit teaching affiliate of Harvard Medical School and a founding member of Partners HealthCare, an integrated health care delivery network. Through investigation and discovery conducted at its Biomedical Research Institute (BRI), BWH is an international leader in basic, clinical and translational research on human diseases, involving more than 860 physician-investigators and renowned biomedical scientists and faculty supported by more than \$416 M in funding. BWH is also home to major landmark epidemiologic population studies, including the Nurses' and Physicians' Health Studies and the Women's Health Initiative. For more information, visit [www.brighamandwomens.org](http://www.brighamandwomens.org).