



## **MDM COMMERCIAL EXPANDS LODGENET HEALTHCARE INTO HAWAII**

### **Delivers Interactive Education and Entertainment to St. Francis, State's Largest Hospice Program**

**Ponte Vedra Beach, FL, October 27, 2008** – MDM Commercial, the Healthcare Sales Representative for LodgeNet Healthcare, announces the expansion of LodgeNet Healthcare into the Hawaii market.

As a leading distributor of audio visual equipment and systems to the healthcare industry, MDM Commercial has facilitated an agreement that will bring the LodgeNetRXTM Interactive Patient Television System to the state's first hospice program, St. Francis Hospice in Honolulu. St. Francis Hospice, established in 1978, is the oldest and largest hospice program in Hawaii and is nationally accredited by The Joint Commission, which accredits and certifies healthcare organizations and programs in the United States.

"St. Francis continues to be at the forefront of introducing new services in the state and LodgeNet's interactive television platform fits right into that strategy," said Steve Austin, President and CEO for MDM Commercial. "We feel this platform will enhance the quality of life for patients and also include them in the care process."

In support of this agreement, LodgeNet will install its interactive TV system in two facilities: the Sister Maureen Keleher Center in Nuuanu and the Maurice J. Sullivan Family Hospice Center in Ewa Beach, both of which are undergoing remodeling projects that include the installation of flat screen TVs. With the LodgeNet solution, those TVs will serve as a comprehensive education and entertainment center, providing patients with education, video on demand movies and custom menus. In addition, patients will have the convenience of using the TV to make requests and to complete patient/family surveys enabling the facility to track patient satisfaction and feedback.

"We are preparing for increased demand for hospice services, and we want our facilities to be valued as centers of excellence," said Sister Agnelle Ching, OSF, chief executive officer of St. Francis Healthcare System of Hawaii. "LodgeNet was a natural selection because of its experience in hotels, the rich in-room entertainment options, and people's familiarity with its system."

This announcement from MDM Commercial represents LodgeNet's first agreement with a healthcare facility outside the continental United States.

"We are continuing to expand across the country and our entrance into Hawaii is a significant corporate milestone," said Gary Kolbeck, vice president of Healthcare Business Development for LodgeNet. "The fact that we are working with such a prestigious hospice like St. Francis is an extraordinary honor, and we look forward to keeping patients and their loved ones empowered, connected, informed and entertained."

### **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 our solution to healthcare facilities wanting to maximize the value of the television for education, information and entertainment.

### **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, please visit **[www.lodgenet.com](http://www.lodgenet.com)**.