



## **MDM COMMERCIAL BRINGS LODGENET HEALTHCARE TO NORTHSORE UNIVERSITY HEALTHSYSTEM**

### **Deal Marks First High-Definition Interactive System and Fourth Chicago Area Healthcare Facility Deployment**

**Ponte Vedra Beach, FL, October 27, 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 660 patient rooms across three NorthShore University HealthSystem facilities in the Chicago area.

As a leading distributor of audio visual equipment and systems to the healthcare industry, MDM Commercial recognizes the growing importance that hospitals are placing on interactive TV systems. This agreement represents LodgeNet Healthcare's fourth entry into the Chicago metro market and its first contract for a high-definition (HD) interactive television solution for a healthcare facility. "This platform will help increase patient satisfaction and improve operational efficiencies," said Steve Austin, President and CEO for 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, video 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 respond at a moment's notice.

"Across the country, top hospitals are choosing LodgeNet based on our successful track record," said Gary Kolbeck, Vice President of Healthcare Business Development for LodgeNet. "We are an interactive and an integration company, and hospitals are looking for a partner that can deliver and support an easy to use television system. Word is spreading that our solution increases patient satisfaction and leading hospitals are taking notice."

NorthShore University HealthSystem is comprised of three hospitals: Evanston Hospital, Highland Park Hospital, and Glenbrook Hospital. The system demonstrates leadership in cancer and cardiac care, providing specialized cancer services at its three Kellogg Cancer Care Centers and providing comprehensive heart care at the Cardiovascular Care Center. NorthShore University HealthSystem is also a teaching affiliate of the University of Chicago Pritzker School of Medicine and has been named to the Thompson Reuters 100 Top Hospitals a total of twelve times – more than any other facility. It has also been listed on the 100 Most Wired Hospitals five times.

### **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).