

FOR IMMEDIATE RELEASE

CONTACTS:

Ann Parker
Director of Corporate Communications
LodgeNet Interactive Corporation
(605) 988-1000
communications@lodgenet.com

Fred Reeder
Chief Operating and Commercial Officer, Americas
DOCOMO interTouch (USA), Inc.
(818) 575-2400
Fred.Reeder@docomointertouch.com

LODGENET, DOCOMO INTERTOUCHE AND NOMADIX ENTER STRATEGIC ALLIANCE TO SERVE HOSPITALITY BROADBAND NEEDS THROUGHOUT NORTH AMERICA

LodgeNet Broadband to Utilize Industry Leading DOCOMO interTouch and Nomadix Solutions To Enhance Hotel HSIA Service While Expanding Into Cloud Functionality And Converged Network Support

ST. LOUIS, MO, SINGAPORE, and AGORA HILLS, CA, January 10, 2011 – LodgeNet Interactive Corporation (NASDAQ: LNET), the leading provider of media and connectivity solutions to hospitality and healthcare businesses, DOCOMO interTouch, Pte. Ltd. and Nomadix, Inc. today announced a strategic alliance under which LodgeNet Broadband will market Freedom Internet, the just-released hospitality enterprise software developed by DOCOMO interTouch, along with Nomadix's full range of access gateways.

With the strategic technology alliance LodgeNet Broadband offers hoteliers a hardware and software combination which, in conjunction with LodgeNet's new monitoring solution and reporting portal, provides more robust hotel-level reporting, security, enhanced bandwidth shaping and management, and greater portal functionality. It will also enable enhanced conference room features, integrated business center connectivity and billing functions.

"This agreement positions LodgeNet to deliver an industry leading solution with the functionality and features that hotels are requesting and requiring, enabling us to move select functionality to the cloud as well as clearing a path to a fully converged broadband network solution – both of which are key elements of our growth strategy," said Steve Pofahl, Senior Vice President and General Manager of LodgeNet Broadband. "Together, we believe that combining the new DOCOMO InterTouch/Nomadix solution with LodgeNet's reach, scale and capability will set a new standard for hospitality HSIA solutions throughout North America."

Specifically, Pofahl said the new DOCOMO-LodgeNet relationship will:

- Facilitate a new solution and architecture encompassing traditional HSIA functionality as well as back office LAN management and security device management into a single product.
- Provide a single architecture for on-site convergence deployments or above property cloud management.
- Integrate conference management tools with HSIA and the business center with the back office, whether on property or in the cloud.
- Simplify and centralize management, reporting and troubleshooting to one platform.

- Enable a new suite of features and functionality including guest payment and pricing options, flexible splash page presentations, and unprecedented hotel control and visibility to their guest HSIA network.

“We are proud to partner with LodgeNet Broadband. Through this new and innovative alliance, we will be delivering a global broadband solution to leading hotels throughout North America, significantly expanding the footprint of our new hospitality products,” said Charles Reed, Chief Executive Officer for DOCOMO interTouch. “This is a true alliance of leaders, and we believe there will be substantial benefits for everyone involved.”

The agreements also resolve all outstanding litigation between the parties and open the way for cooperative developments in other areas of business. For example, DOCOMO interTouch has licensed LodgeNet’s conference management solution and expects to include it as part of their product offering in international markets. The parties are also exploring other cooperative business relationships.

About LodgeNet

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 approximately 1.8 million hotel rooms 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.

About DOCOMO interTouch

DOCOMO interTouch is the premier technology provider for the global hospitality industry. With over 1000 employees operating in 65 countries, DOCOMO interTouch enhances the guest experience in over 1400 hotels worldwide. DOCOMO interTouch is one of the world's largest hotel technology providers, backed by mobile communications leader NTT DOCOMO.

About Nomadix

Nomadix is the leading provider of intelligent Internet access gateways for seamless wired and wireless connectivity solutions for both public access networks. Powered by patented technology, Nomadix provides an easy to use “plug and play”, cost-effective, secure Internet access gateway solution for public access HotSpot, hospitality, private enterprise and other high speed internet managed service providers. Nomadix is a wholly-owned subsidiary company of DOCOMO interTouch. For more information, please visit <http://www.nomadix.com>.

LodgeNet and the LodgeNet logo are registered trademarks of LodgeNet Interactive Corporation. All other trademarks are the property of their respective owners.

#