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**LODGENET AND SONY ANNOUNCE SOLUTION TO DELIVER BROAD RANGE OF
HDTV SATELLITE AND V-O-D CONTENT TO HOTEL GUEST ROOMS**

*Sony HD Displays Support LodgeNet's HDTV
Platform and Pro:Idiom™ Content Security Technology*

PARK RIDGE, N.J. AND SIOUX FALLS, S.D., May 14, 2007 – LodgeNet Entertainment Corporation and Sony Electronics, Inc. in the U.S. have announced that several commercial-grade Sony display models have passed LodgeNet's compatibility testing and are now available to support the unique requirements of the hospitality industry for delivering a quality high-definition viewing experience.

Sony's Professional Bravia™ KLH and commercial FWD lines of HD plasma and LCD displays for the hospitality industry, including the ICS-SP30 internal card and EBS-SP35 external set-top box, have achieved LodgeNet HD Ready compatibility status with LodgeNet's SIGNATURE HDTVSM system for high-definition free-to-guest and video-on-demand services. In addition, Sony's KLH-W26/ST and KLH-W32/ST displays have been specially designed for, and found compatible within, LodgeNet's HD Integrated (fully integrated) category of hospitality displays.

According to John Kaloukian, director of Sony's professional display group, the ability to fully support LodgeNet's HDTV Platform and Pro:Idiom™ content security technology allows

Sony displays to deliver the complete range of HD broadcast, satellite and video on demand (VOD) entertainment to hotel guest rooms offered by LodgeNet.

“Offering the widest variety of high-definition content maximizes the investment by hoteliers in HD-capable displays,” Kaloukian said. “The compatibility of our premium HDTV displays with LodgeNet’s state-of-the-art free to guest (FTG) and V-O-D platform will certainly help hoteliers deliver an optimal in-room entertainment experience for their guests.”

LodgeNet uses the Pro:Idiom standard for content security technology to protect premium HD content in LodgeNet-served hotels.

“We are very pleased that a leading consumer electronics brand like Sony has developed displays that are compatible with LodgeNet’s HDTV platforms,” said David Bankers, senior vice president, product and technology development for LodgeNet. “Now our hotel customers have more options for HD displays that can utilize the full entertainment, information, and connectivity capabilities of our SIGNATURE HDTV solution.”

More information about Sony’s full line of large-format LCD and plasma displays for the hospitality industry is available online at www.sony.com/hospitality. Additional information about LodgeNet’s TV Compatibility program, as well as detailed product information on certain LodgeNet compatible Sony displays, may be found at www.lodgenet.com/tvs.

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