

Cannella Response Television Named Exclusive Infomercial Media Rep for The Hotel Networks

BURLINGTON, WI, Dec. 12, 2005-Cannella Response Television announced today that it has been named the exclusive infomercial media representative for The Hotel Networks. The Hotel Networks is a leading supplier of free-to-guest programming to hotels, currently serving over 300,000 hotel rooms, reaching more than nine million customers a month. The Hotel Networks, based in New York and formerly known as Hotelvision, is a majority-owned subsidiary of On Command Corporation, a Liberty Media Affiliate. Cannella specializes in television direct response media placement on national cable networks and broadcast stations.

Under terms of the agreement, Cannella will exclusively represent all of The Hotel Networks' infomercial media avails. Cannella Response Television will be uniquely positioned to offer its clients exclusive access to The Hotel Networks' prime infomercial availabilities.

Rob Medved, president and media director for Cannella, said, "Cannella Response Television is thrilled to be the exclusive infomercial media partner with The Hotel Networks. We look forward to a very successful and exciting venture with an organization that will continue to see explosive growth in the upcoming years."

Bill Botte, senior vice president, business development, The Hotel Networks, added, "We at The Hotel Networks are excited about signing an exclusive relationship with Cannella Response Television. Their vast experience and contacts in the television direct response industry will allow our audience to experience the latest TV products offered in the marketplace."

About The Hotel Networks

Based in New York, The Hotel Networks is a leader in the free-to-guest hotel television industry. The Hotel Networks is a majority-owned subsidiary of On Command Corporation, a Liberty Media Affiliate. The Hotel Networks markets and sells national advertising time to advertisers of premium products and services across its ad-supported cable networks. Using its private satellite distribution system, The Hotel Networks integrates commercials targeted at decision-making business professionals and affluent consumers into the programming, and delivers this modified feed to hotels nationwide.

About Cannella Response Television

Cannella Response Television, formed in 1985, specializes in television direct response media placement on national cable networks and broadcast stations, with in-depth results analysis on its proprietary Media Star™ software. The company has placed media for many of the industry's biggest hits and often supplements media to other agencies. Cannella is unique in that it goes beyond the typical media placement services by adding value through a broad range of consulting services - all at no additional fee to its clients.

Cannella works with clients as a project manager to guide them through the infomercial process, lending expertise to such areas as product assessment, script analysis, rough-cut evaluation, telemarketing scripting and fulfillment recommendations. Cannella Response Television is based in Burlington, Wisconsin with regional offices in Los Angeles and New York.

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