

Executive Profiles

Scott C. Petersen

Chairman and Chief Executive Officer

Scott C. Petersen is the Chairman and CEO of LodgeNet Interactive Corporation (NASDAQ: LNET). Mr. Petersen joined the company in 1987 as Senior Vice President for Corporate and Legal Affairs. As its 11th employee, Mr. Petersen has been a driving force in the company's impressive growth. LodgeNet is now the world leader in delivering entertainment content and interactive experiences to more than 1.9 million interactive hotel rooms, and serves 10,000 hotel properties worldwide as well as many leading healthcare facilities.



Mr. Petersen was named Executive Vice President and Chief Operating Officer in 1991 and guided the Company through its IPO in 1993. Promoted to President & CEO in 1998, Mr. Petersen was named as the company's Chairman of the Board in October 2000. Prior to 1987, Mr. Petersen was in a private legal practice specializing in corporate law and real estate development and syndication.

Mr. Petersen spearheaded several key milestones to accelerate the growth of the company and realize its vision to deliver engaging interactive experiences that connect, inform, and entertain customers of visitor and guest-based businesses. In 2007, LodgeNet acquired On Command Corporation, an interactive media services provider, and StayOnline, a leading high-speed Internet access solutions provider. In addition, LodgeNet is rapidly expanding its healthcare footprint in delivering on demand patient education, communication, and entertainment to healthcare facilities.

A native of South Dakota, Mr. Petersen graduated magna cum laude with a Bachelor of Arts degree in Economics from Dartmouth College and earned a J.D. from Georgetown University Law Center.

Press Spokesperson For: *Investor Relations Issues, Strategic Corporate Direction*

Derek S. White

President, Interactive & Media Networks

As President, Interactive & Media Networks, of LodgeNet Interactive Corporation (NASDAQ: LNET), Derek White is responsible for all of LodgeNet's guest merchandising and marketing as well as revenues generated both from in-room entertainment sales and third-party sponsorships. The role expands Mr. White's responsibilities beyond his former role as President of The Hotel Networks (THN), which LodgeNet acquired in 2008. Mr. White joined the company in February 2008 after serving as Executive Vice President of Alloy, Inc., one of the country's largest providers of targeted media and marketing services.



Mr. White brings a track record of more than two decades building high performance teams and businesses. While at Alloy, Mr. White oversaw corporate development and general management of the company's out-of-home, sampling and promotions business units. He originally served as the architect and managing executive responsible for Alloy's \$200 million media and marketing division employing more than 700 people, overseeing multiple companies and business groups including AMP Agency (named the 2004 Promotion Agency of the Year by PROMO Magazine).

Prior to joining Alloy, Mr. White was the President of 360 Youth Corporation (later acquired by Alloy), and served as Executive Vice President of MarketSource Corporation, where he founded and led the development of its Internet and interactive business. He also held roles as President of Graphic Connexions, Inc., a creative agency, and Director for Computerware, Inc.

Frank P. Elsenbast

Senior Vice President and Chief Financial Officer

Frank Elsenbast joined LodgeNet Interactive Corporation (NASDAQ:LNET) as Senior Vice President and Chief Financial Officer in April 2010.



As CFO, Mr. Elsenbast oversees the company's finance operation with responsibility for all of the company's financial reporting and budgeting, treasury operations, balance sheet management, procurement, investor relations, information technology, audit, tax, and acquisition programs. Mr. Elsenbast brings more than two decades of corporate finance, media industry background and public accounting experience to his responsibilities within LodgeNet.

Mr. Elsenbast most recently served as Senior Vice President and CFO for ShopNBC (NASDAQ:VTV), a multi-channel electronic retailer serving 75 million homes in the US. Prior to joining ShopNBC, Mr. Elsenbast served in a variety of financial and analytical roles with The Pillsbury Company. Mr. Elsenbast began his career as a Certified Public Accountant with Arthur Andersen, LLP.

Mr. Elsenbast is a graduate of Iowa State University with a Bachelor of Science degree in Accounting. He also holds an MBA from the University of Minnesota's Carlson School of Management. Mr. Elsenbast also serves on the board of directors for Iowa Trust and Savings Bank.

James G. Naro

Senior Vice President, Legal

and Human Resources/General Counsel
James G. Naro was appointed Senior Vice President, General Counsel and Secretary of LodgeNet Interactive Corporation (NASDAQ: LNET) in June 2006. Mr. Naro is responsible for the company's legal affairs and for guiding its corporate compliance and intellectual property strategy.



With more than 28 years of legal experience, Mr. Naro's background spans intellectual property management and licensing; multinational mergers, acquisitions and joint ventures; public and private financing; and corporate governance and regulatory compliance.

Prior to joining LodgeNet, Mr. Naro served as Vice President and General Counsel for Digital Angel Corporation, a public company involved in radio frequency identification (RFID). Previously, Mr. Naro served as Senior Vice President, General Counsel and Secretary of DIRECTV Latin America LLC, a direct-to-home satellite service which grew during his tenure from initial formation to 1.6 million subscribers and \$700 million in annual revenues. While at DIRECTV Latin America, Mr. Naro was responsible for legal affairs including the formation or acquisition of operating affiliates in 27 countries, the licensing of more than 300 television channels, movie rights and exclusive events such as the FIFA World Cup, the negotiation of over \$1 billion in financing arrangements, and the ultimate reorganization and sale of the company.

Mr. Naro also held the position of Senior Counsel for the Cisneros Group of Companies, one of the largest privately held media, entertainment, technology and consumer products companies in the world.

Mr. Naro earned his Bachelor of Arts degree from Niagara University, Niagara Falls, New York and his J.D. degree from Boston University School of Law

Steven R. Pofahl

Senior Vice President/General Manager,
LodgeNet Broadband

Steven Pofahl is Senior Vice President/General Manager, LodgeNet Broadband for LodgeNet Interactive Corporation (NASDAQ: LNET). Mr. Pofahl joined the company in 1989 when it was known as Satellite Movie Company and had only 20 employees.



Commitment to customer service is Mr. Pofahl's driving focus. As head of Technical Operations, Mr. Pofahl is responsible for managing LodgeNet's market-leading service department and building new innovations such as its flexible installation infrastructure. In his role, Mr. Pofahl oversees LodgeNet's Field Service, Quality Assurance, TechConnection Contact Center, Installations, System Production, Network Operations, and Technical Training departments, which span the U.S. and Canada.

With three decades of domain expertise in the electronics industry, Mr. Pofahl has held numerous technical positions with Spectradyne, Canon, Martin Marietta, and the U.S. Navy. His tenure with the U.S. Navy included world travels on the aircraft carrier U.S.S. Ranger and troubleshooting the electronics on the EA6B aircraft.

Mr. Pofahl attended the University of Minnesota and the University of Sioux Falls and is a current member of the Society of Cable Telecommunications Engineers and the Association for Services Management International.

Gary L. Kolbeck

President, LodgeNet Healthcare, Inc.

As President of LodgeNet Healthcare, Inc., a wholly owned subsidiary of LodgeNet Interactive Corporation (NASDAQ: LNET), Mr. Kolbeck is responsible for carrying out LodgeNet's Healthcare Initiative, which is to leverage its interactive digital content delivery system into healthcare facilities to address patient satisfaction and education goals. Mr. Kolbeck's expertise is grounded in developing new business models and markets for LodgeNet's digital interactive television platform in the healthcare industry, providing on demand patient entertainment, education and communication solutions.



Mr. Kolbeck began his tenure with LodgeNet in May 1990 as an electrical design engineer, spearheading projects involving designs of remote controls, power supplies, and set-top technologies. After that, he segued into a myriad of different managing director positions within the Engineering and Technology Development group to facilitate LodgeNet's growth.

Some of his notable accomplishments include three design patents for LodgeNet, helping to grow and further define LodgeNet's viability in the marketplace.

Mr. Kolbeck currently resides in Sioux Falls and is a graduate of South Dakota State University where he earned Electrical Engineering and Computer Science degrees.

Press Spokesperson For: *Strategic Healthcare Marketing Issues and Initiatives, Healthcare Customer Signings, Renewals and Key Installations*

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