

HOTEL DISTRIBUTION

The
Balancing Act



our reach

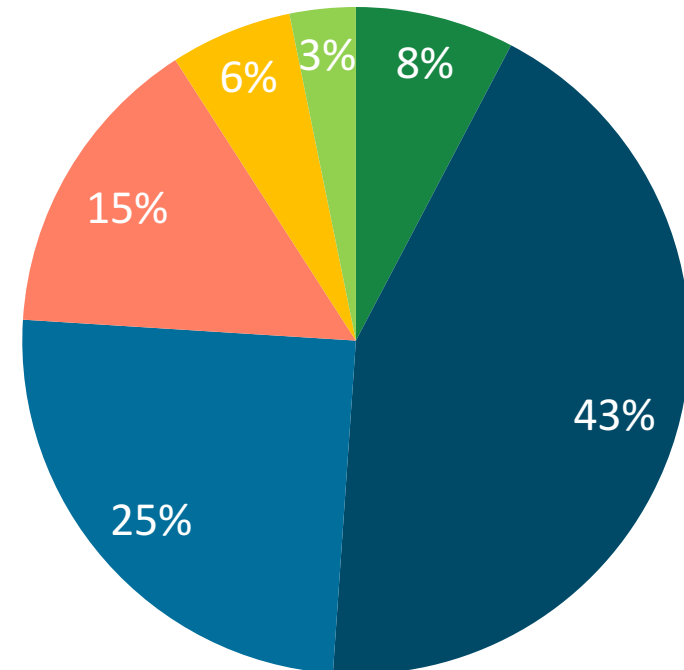
Each episode of The Balancing Act will air daily over a 30-day period as part of a 4-hour loop in up to 2,000 hotels and in up to 500,000 rooms nationwide.

Brands Cross Section



Brands by Segment

- Luxury
- Upper-Upscale
- Upscale
- Upper Midscale
- Midscale
- Economy





influential audience of affluent consumers & business leaders

Demographics



Female
47%

Male
53%

Age

18-34 **27%**

18-49 **60%**

25-54 **64%**

Median Age **46**

Source: Nielsen Demo Study,

Influential



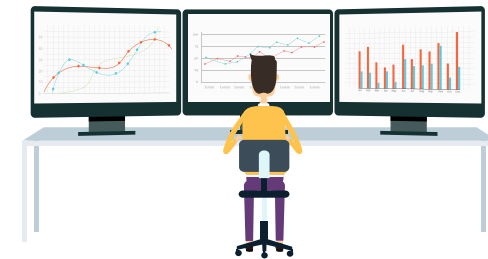
C-Suite Executives
226 Index



College Graduates
or more
168 Index

Source: 2013 MRI Doublebase GFK MRI

Affluent



Owns \$150k+ in stocks
218 Index

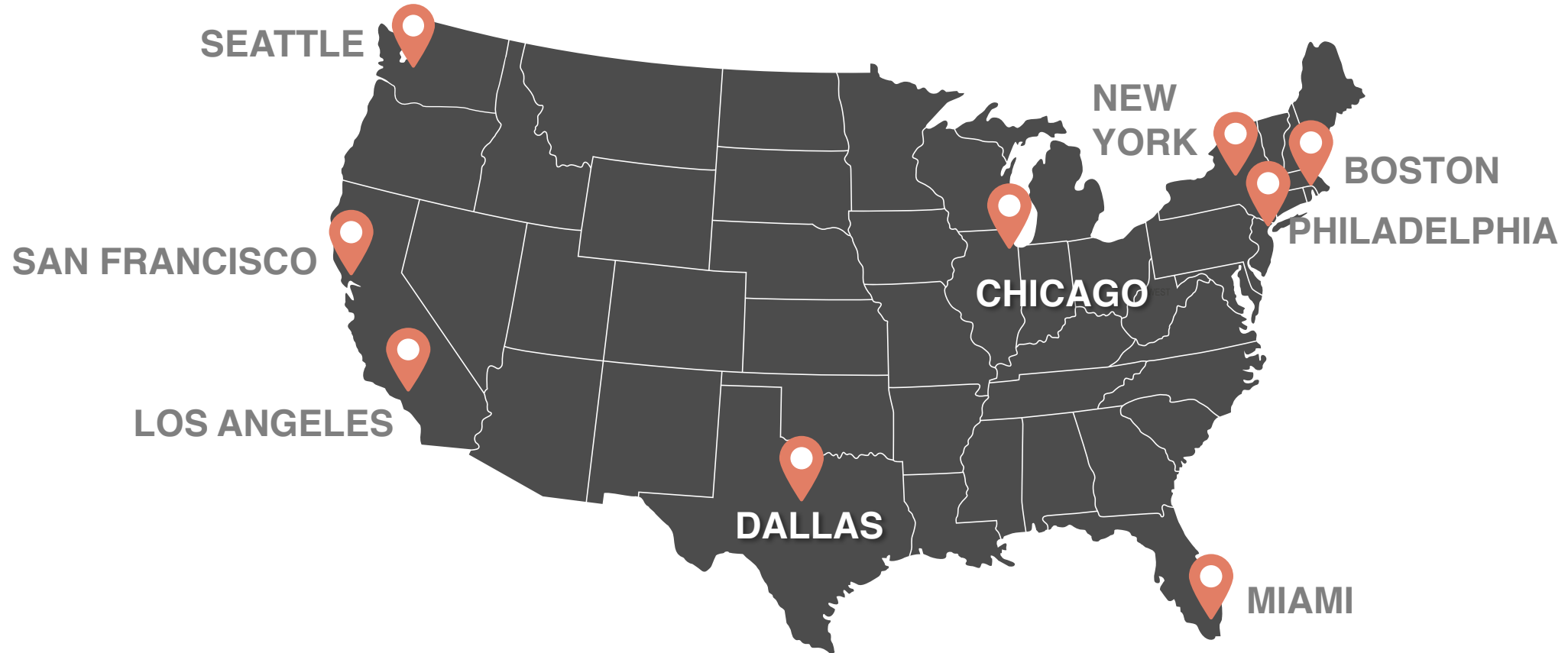


Home Value 200K+
144 Index
Average HHI
142 Index

premier locations

A Strong Presence in All Top DMA's and Destinations Across the U.S.

52% of rooms are located in the Top 25 DMA'S



+ show reach

- Select channel rooms: **452,734**
- Server channel rooms: **109,705**
- Rooms with both channels: **88,831**



Total Rooms:
562,439



Approx:
2,000 Hotels

27M

Impressions per Month

(2.5 PPR (people per room) X 65%
(avg room occupancy) X 30 days)



example report

Caesars Palace	LAS VEGAS	NV	89109-8924	3,795	LAS VEGAS	X	3,795
Flamingo Las Vegas	LAS VEGAS	NV	89109-8901	3,462		X	3,462
The Venetian Resort Hotel Casino - Palazzo Tower	LAS VEGAS	NV	89109-8941	3,066	LAS VEGAS	X	3,066
The Venetian Resort Hotel Casino - Venetian Tower	LAS VEGAS	NV	89109-8941	3,030	LAS VEGAS	X	3,030
Paris Las Vegas	LAS VEGAS	NV	89109-4343	2,916	LAS VEGAS	X	2,916
Bally's Las Vegas	LAS VEGAS	NV	89109	2,828	LAS VEGAS		
Bally's Las Vegas	LAS VEGAS	NV	89109-4321	2,828	LAS VEGAS	X	2,828
Harrah's Atlantic City	ATLANTIC CITY	NJ	08401-1985	2,596	PHILADELPHIA	X	2,596
Harrah's Hotel & Casino	LAS VEGAS	NV	89109-8922	2,526	LAS VEGAS	X	2,526
Rio Suites Hotel & Casino	LAS VEGAS	NV	89103	2,523	LAS VEGAS		
Rio Suites Hotel & Casino	LAS VEGAS	NV	89103-4043	2,523	LAS VEGAS	X	2,523
Planet Hollywood	Las Vegas	NV	89109-4331	2,496		X	2,496
The Linq	LAS VEGAS	NV	89109	2,252	LAS VEGAS		
The Linq	LAS VEGAS	NV	89109-8935	2,252	LAS VEGAS	X	2,252
South Point Hotel, Casino and Spa	Las Vegas	NV	89183-4013	2,162	LAS VEGAS	X	2,162
Orlando World Center Marriott	ORLANDO	FL	32821-6358	2,006	ORLANDO-DAYTONA BCH-MELBRN	X	2,006
Grand Sierra Resort and Casino	RENO	NV	89595-0002	1,989		X	1,989
Sheraton Hotel Dallas	DALLAS	TX	75201-4097	1,840	DALLAS-FT. WORTH	X	1,840
Sheraton New York Hotel & Towers	NEW YORK	NY	10019-6002	1,780	NEW YORK	X	1,780
Hyatt Regency Orlando	ORLANDO	FL	32819-8197	1,641	ORLANDO-DAYTONA BCH-MELBRN	X	1,641
Manchester Grand Hyatt San Diego	SAN DIEGO	CA	92101-7714	1,625	SAN DIEGO	X	1,625
Peppermill Hotel & Casino	RENO	NV	89502-4213	1,623	RENO	X	1,623
Fontainebleau Miami Beach	MIAMI BEACH	FL	33140-3227	1,595	MIAMI-FT. LAUDERDALE	X	1,595
Sheraton Waikiki Hotel	HONOLULU	HI	96815-2579	1,585	HONOLULU	X	1,585