

## **E-Guide Services Initial Launch of E-GuideTV a Success in Orlando**

*E-Guide Services, Inc.'s (EGS) initial distribution campaign for the new television guide channel, E-GuideTV, is a marked success in Orlando! Approvals received to install in properties such as Travelodge, Imperial Swan Hotel & Suites, Best Western*

**Dec. 31, 2007** - [PRLog](#) -- Dallas, TX – E-Guide Services, Inc.'s (EGS) initial distribution campaign for the new television guide channel, E-GuideTV, is a marked success in Orlando! Approvals have been received to install the E-GuideTV system in properties such as Travelodge, Imperial Swan Hotel & Suites, Four Points by Sheraton, Rodeway Inn, Hampton Inn, Ramada, Best Western, Days Inn, Comfort Inn, Quality Inn, Hilton Garden Inn and La Quinta Inn, with more approvals are to come.

In just short of two months, EGS has also received commitments from properties in Texas, Nevada, New York, Alabama, North Carolina, California and South Florida to install the E-GuideTV system.

E-GuideTV is a real-time television guide channel for the hospitality industry, customized to engage viewers and keep them in the know with up-to-date TV listings, local and national advertisements geared to the traveler, local time and date. E-GuideTV is free to the hotels and works with all major pay-per-view and free-to-the-guest providers.

Properties receive multiple added benefits for utilizing the E-GuideTV service. E-GuideTV minimizes calls to the front desk regarding TV programming questions, eliminates extra cost associated with printed in room channel line-up cards, and improves guest in-room satisfaction. Properties also receive a per-room commission for providing the service to their guests.

In addition, there are no installation, equipment or service fees associated allowing EGS to provide this service at no charge to the hotel.

For more information regarding the E-GuideTV opportunity and to view an online demo, visit [www.egstv.com/ihg/demos](http://www.egstv.com/ihg/demos).

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**About E-Guide Services, Inc. (EGS):**

EGS, located in the heart of the Dallas/Fort Worth Metroplex just 10 miles south of the DFW International Airport, is the leading provider of high performance and fully customizable electronic program guides. EGS delivers accurate and up-to-date, localized TV listings content along with targeted advertising, bringing a dynamic experience to the hospitality industry's television programming. Through Chris S. Stark Sr.,

President and CEO, EGS brings 38 years of experience in deploying television listings content to onscreen, online, and print providers. EGS remains on the cutting edge of technology and provides superior support utilizing state-of-the-art platforms.

Website: [www.egstv.com/ihg/demos](http://www.egstv.com/ihg/demos)

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