



## **Sheraton Jacksonville Hotel Selects Bulk TV & Internet as its Free-to-Guest Television Programming Provider**

*Bulk TV & Internet contracts with Sheraton Jacksonville Hotel to provide DIRECTV programming service to the new 159-room Sheraton Jacksonville Hotel and Shula's 347 Grill located within the property.*

**Raleigh, NC; September 20, 2008** - Bulk TV & Internet announces the launching of DIRECTV television programming services for the Sheraton Jacksonville Hotel and Shula's 347 Grill in Jacksonville, Florida. Located in the vivacious Deerwood Park area, the Sheraton Jacksonville is the perfect location for convenience and leisure, prompting the importance for high-quality television service.

"Bulk TV did an outstanding job providing the free-to-guest DIRECTV system for the new Sheraton Jacksonville hotel as well as the DIRECTV Public Viewing system for Shula's 347 Grill," said Don Shouldice. "They worked efficiently and both projects were completed on time as promised. The digital signal, both HD & standard definition, is second to none in quality and Bulk TV's customer service was top-notch throughout the entire process."

In addition to Sheraton's 159 guest rooms, Shula's 347 Grill, located within the property, also selected Bulk TV & Internet's DIRECTV service for its restaurant and lounge. Named in honor of Hall of Fame Coach Don Shula, the winningest coach in NFL history with 347 victories, Shula's 347 Grill follows a long line of successful restaurants, all founded on the same famous tradition of Shula's Steak Houses.

Bulk TV is a leading provider of DIRECTV free-to-guest television programming services designed to meet the unique needs of hospitality and healthcare properties nationwide. Bulk TV serves properties in every state with services including: Television Programming, Digital Satellite TV Systems, High Speed Internet Access Services and Managed Data Network Services.

"Sheraton Jacksonville Hotel is an example of superior hospitality," said Dave O'Connell, President of Bulk TV & Internet. "To support their objective of comfort and convenience, this hotel views premium television service as a top amenity for their guests. Bulk TV's DIRECTV programming service and unparalleled customer support will help meet Sheraton's objective of top-notch free-to-guest television service."

Bulk TV & Internet provides its DIRECTV free-to guest television programming services to outstanding hospitality companies such as Marriott Hotels, Hilton Hotels, Intercontinental Hotels, Starwood Hotels and Resorts and Carlson Companies, among others.

### **About Bulk TV & Internet**

Bulk TV & Internet is a leading provider of DIRECTV and Dish Network services designed to meet the unique needs of hospitality, healthcare and multi-dwelling unit properties. Bulk TV and Internet serves more than 40,000 units nationwide including Television Programming Services, Digital Satellite TV Systems, High Speed Internet Access Services and Managed Data Network Services. For more information, please visit [www.bulktv.com](http://www.bulktv.com).

### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 900 properties in more than 100 countries and 155,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft<sup>SM</sup>, and Element<sup>SM</sup>. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com)

Contact: Emily Marchbanks  
Phone: 919-792-1480  
Email: [emarchbanks@bulktv.com](mailto:emarchbanks@bulktv.com)