



# Bulk TV & Internet Chosen as a Strategic Free-to-Guest Supplier for Hilton Worldwide

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*Bulk TV & Internet to provide DIRECTV HD solutions to Hilton hotels nationwide.*

RALEIGH, NC, USA, April 10, 2014 /EINPresswire.com/ -- Bulk TV & Internet (Bulk TV), a leading provider of [DIRECTV](#) services for hotels, announces their strategic supplier agreement with Hilton Worldwide to provide individual hotel owners with an option for [in-room entertainment](#) services across the company's hotels in the U.S.

This agreement marks the first comprehensive and strategic relationship between a hospitality company and a TV programming provider. Bulk TV is a preferred partner to provide these services to Hilton hotels, and currently provides services to upwards of 300,000 rooms nationwide.

"We're looking forward to expanding our partnership with Hilton Worldwide and to providing exceptional HD services that hotel guests have come to expect," said Dave O'Connell, president of Bulk TV & Internet. "This agreement further demonstrates our commitment to providing Hilton Worldwide properties with enhanced DIRECTV free-to-guest solutions, including the [DIRECTV Residential Experience](#) (DRE) which has been extremely well received by Hilton guests."

The partnership between these organizations exemplifies their mutual desire to provide the best guest experience at Hilton Worldwide hotels across the United States. This amenity is designed to maximize the guest television experience and improve overall customer satisfaction, while dramatically increasing the picture quality with a much larger array of HD programming options.

"We are very pleased about the new in-room entertainment options that will be available to our guests nationwide," said Josh Weiss, vice president, brand and guest technology, Hilton Worldwide. "A partnership with Bulk TV & Internet as one of our strategic suppliers was a strong fit for us. They will play a key role in advancing choice and control for our guests; keeping Hilton Worldwide at the forefront of the hospitality industry."

Bulk TV has grown rapidly since its inception in 2004, and the company's ability to customize free-to-guest solutions to meet the unique needs of hotels has attributed to their success.

"Bulk TV has a proven track record of excellence and has been named our Partner of the Year multiple times," said Michael Wittrock, senior vice president of sales, DIRECTV. "We congratulate them on this achievement and look forward to their continued expansion."

Some of the key benefits of this partnership to Hilton Worldwide include negotiated pricing and contract terms, standardized service level agreements, and better compliance with channel lineup brand standards. For more information, hotels can call 888-918-9553 or email [HWIsales@BulkTV.com](mailto:HWIsales@BulkTV.com).

#### About Bulk TV & Internet

Bulk TV & Internet is a leading provider of television and Internet services designed to meet the unique needs of hotels, healthcare facilities and multi-dwelling unit properties as well as private offices, restaurants and fitness centers. Bulk TV & Internet provides service to upwards of 300,000 units nationwide including free-to-guest television programming, digital satellite TV systems, high-speed Internet access and managed data network services. For more information, please visit [www.BulkTV.com](http://www.BulkTV.com).

#### About DIRECTV

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to more than 37 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its over 20 million customers access to more than 195 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy-award winning technology and higher customer satisfaction than the leading cable companies for 13 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay TV category in technology, programming and service, delivering an unrivaled digital television experience to more than 17 million customers. DIRECTV sports and entertainment properties include two Regional Sports Networks (Rocky Mountain and Pittsburgh), and minority ownership interests in Root Sports Northwest and Game Show Network. For the most up-to-date information on DIRECTV, please visit [www.directv.com](http://www.directv.com).

#### About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 94 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of ten world-class global brands is comprised of more than 4,000 managed, franchised, owned and leased hotels and timeshare properties, with more than 678,000 rooms in 91 countries and territories, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an

award-winning customer loyalty program, Hilton HHonors®.

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