



**PLAY**  
NETWORK

# Company Milestones

## 2009

SPECS 2009: PlayNetwork chosen to speak as part of the "Solution Track" session.

## 2008

PlayNetwork launches Serenade, a Web-based music and messaging management system.

Inc. 5000 and Deloitte Technology Fast 50 national fast-growth lists.

PlayNetwork hosts record growth for FY2008, adding 68 percent increase in subscribing locations and 31 percent in revenue growth.

Advertising 2.0: PlayNetwork was chosen as an industry expert panelist to speak on "Out-of-Home Advertising Video Networks, Retail and Digital Landscapes."

SXSW: PlayNetwork was chosen as an industry expert panelist to speak on "brand labels."

PlayNetwork submits and wins a NASFM Retail Design award for Under Armour®.

PlayNetwork hosts inaugural Entertainment Media Event in conjunction with Global Shop offering a live performance by Pat Monahan.

PlayNetwork named as Cisco Academy of Digital Signage Partner.

## 2007

PlayNetwork submits and wins a Chain Store Age Retail Store Design of the Year award for Under Armour.

PlayNetwork Assumes All XM for Business Sales and Service.

IBMA: PlayNetwork spoke at the VAR/Dealer information session, as well as on the "Crystal Ball on Future of our Industry" panel discussion.

Digital Hollywood Fall: PlayNetwork was chosen as an industry expert panelist to speak on "In-Store Digital Music Solutions."

PlayNetwork hires Boston based PAN Communications to serve as public relations agency of record.

## 2006

Video Media Services and Promotional Services is launched.

## 2005

PlayNetwork merges with Crows Nest Entertainment.

Adam Brotman spins off new venture; Lon Troxel takes over as CEO.

Makes Deloitte Technology Fast 500 national fast-growth list.

## 2004

Makes Inc. 500 and Deloitte Technology Fast 500 national fast-growth lists

Industry veteran Lon Troxel joins as Executive Chairman of the Board.

Fourth generation of music players (400 Series—Performer™ P400, Combo™ C400, and Producer™ A400) are released.

## 2003

Makes Inc. 500 and Deloitte Technology Fast 500 national fast-growth lists.

Third generation of music players (300 Series—PlayDisc Player P300, E-Player E300D, Combo Player C300D, and PC Player 6.0) is released.

Dual-zone playback and enhanced rich mixing capabilities are deployed.

## 2002

Private financing round of \$4.4 million is undertaken.

Ranked ninth Fastest Growing Private Company in Washington State (Puget Sound Business Journal ranking).

## 2001

Private financing round of \$5 million is undertaken.

Win Market Engineering Award for Customer Service Innovation from Frost & Sullivan for "Great Installations – Great Systems" quality-assurance program.

International distribution partnerships are formed with Nippon Rediffusion Ltd. (Japan) and TSC Music Systems Ltd. (England).

Second generation of music playback:

E-Player™, PC Player™ and PlayServer™ is deployed.

PlayNetworkonline.com self-subscription music service for small businesses, is launched.

## 2000

Private financing round of \$13 million is undertaken.

Key commercial audio partnerships are developed.

## 1999

PlayNetwork moves to Redmond.

## 1998

First generation of digital music players is released.

## 1997

R & D focuses on music licensing and proprietary music-management system—Conductor™.

## 1996

PlayNetwork is founded (Seattle).

CD-ROM music programming which plays from 16 to 20 hours is developed.