

PlayNetwork CEO Craig Hubbell Announced as 2016 QuantumShift Finalist
Hubbell Recognized for Business Leadership

Seattle, WA, April 12, 2016 – PlayNetwork, the leading provider of music and branded entertainment media experiences in retail, today announced that CEO Craig Hubbell has been selected for the 2016 QuantumShift program, a week-long entrepreneurial development program that recognizes highly successful entrepreneurs and executives of high-growth private companies in the U.S.. Hubbell and fellow participants were selected after a rigorous nomination and application process overseen by KPMG LLP and the University Of Michigan’s Ross School of Business. The program, to be held at the University of Michigan, will kick off in May 2016.

“It is a tremendous honor to be recognized by the University of Michigan and KPMG,” said Hubbell. “Leaders of high-growth companies face unique challenges, as do our clients. I look forward to working with the faculty of Ross School of Business alongside accomplished executives to learn from and inspire the thinking required to lead our businesses to the next level of success.”

With the first completely modern media platform, PlayNetwork is recognized for evolving the way the way forward-thinking retail brands such as Starbucks use music, video and new technology to increase employee and consumer engagement, changing the way people discover, share and take-away music in-store, online, through social media and mobile devices.

QuantumShift is a collaborative project between KPMG LLP – the U.S. audit, tax and advisory firm – and the University Of Michigan’s Ross School of Business. Unlike other recognition-only entrepreneurial development programs, QuantumShift is rooted in sustained learning, networking and collaboration. The program provides an opportunity for participants to learn from a wealth of talented professionals – including distinguished faculty members from Ross School of Business – and offers graduates access to the Fellows Network, an exclusive peer-to-peer network focused on ongoing problem solving, development and mentorship.

For more information on QuantumShift, visit www.quantumshiftus.com and follow [#QuantumShiftUS](https://twitter.com/QuantumShiftUS) on Twitter.

About KPMG LLP

KPMG LLP, the audit, tax and advisory firm (www.kpmg.com/us), is the U.S. member firm of KPMG International Cooperative (“KPMG International”). KPMG International’s member firms have 174,000 professionals, including more than 9,000 partners in 155 countries.

About University of Michigan: Ross School of Business

The Stephen M. Ross School of Business at the University of Michigan is a vibrant and distinctive learning community grounded in the principle that business can be an extraordinary vehicle for positive change. Through thought and action, members of the Ross community drive change and

innovation that improves business and society. Housed within Michigan Ross, the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies is a leading center for entrepreneurial thought leadership and engagement.

About PlayNetwork

PlayNetwork helps brands use music and entertainment media to enhance customer experience, in-store and beyond. These experiences add emotional interaction points that increase engagement with consumers and influence lifetime value. Clients work with PlayNetwork for custom music and media supervision, audio/visual systems engineering and installation, branded entertainment campaigns, technology and software development, global music and content licensing, original video and motion graphics, in-store and on-hold messaging, advertising networks, and more. They partner with over 400+ brands across 110,000+ locations in 120+ countries, reaching more than 100 million people every day.

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