

PLAYNETWORK WINS FOUR TELLY AWARDS FOR BRANDED ENTERTAINMENT MEDIA
CLIENTS: JOURNEYS AND FEDEX OFFICE

Redmond, WA – 6/2/2015 PlayNetwork and their clients, Journeys and FedEx Office were selected winners in the 35th annual Telly Awards. With nearly 12,000 entries from all 50 states and numerous countries, this is truly an honor.

Founded in 1979, The Telly Awards annually acknowledge the best work of the most respected advertising agencies, production companies, television stations, and corporate video departments in the world. The awards honor the very best film and video productions, groundbreaking online video content, outstanding local, regional, cable TV commercials and programs.

“The Telly Awards has a mission to honor the very best in film and video,” said Linda Day, Executive Director of the Telly Awards. “PlayNetwork’s work with Journeys and FedEx Office illustrates their creativity, skill, and dedication to their craft and serves as a testament to great film and video production.”

“It’s always a great feeling to be recognized for our work,” said John Crooke, VP of Global Brand Development for PlayNetwork. “But what’s even more exciting is that these awards are a testament to the impact original content and entertainment media can have on the way our brands connect their story to their audiences, and ultimately, to their business.”

Journeys, “This is My Journey”

- **Awards:** Silver for In-Store Film/Video; Bronze for Branded Content and Entertainment
- **About:** “This is My Journey” showcased individuals with unique talents – from extreme sports and charity foundations, to entrepreneurs and artists. This campaign demonstrates Journeys use of exclusive video content to engage with consumers while inspiring their brand experience. The winning submission features [Steadfast Brand Clothing](#) and their commitment to street art, the tattoo lifestyle, and Journeys.

FedEx Office, “Small Business, Big Potential”

- **Awards:** Bronze for Online Video, B2B; Bronze for Online Video, Promotional Branding.
- **About:** The “Small Business, Big Potential” campaign tells the stories of real people, with real small business challenges who find smart, meaningful solutions at FedEx Office. Our winning submissions included: [Karen Precel Designs](#), [Squarefeathers](#) and [Wildcat! Wildcat!](#)

Crooke shares, “We’re so fortunate to have partners like Journeys and FedEx Office with whom we not only share this award, but share the same vision.”

To learn more about the Telly Awards visit their website at www.tellyawards.com.

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 and influence lifetime value. Clients engage 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 100,000 locations in 110 countries, reaching more than 100 million people every day. For more information, visit www.playnetwork.com.

Contact: **Nicole Rikkinen, VP Marketing, PlayNetwork**, nrikkinen@playnetwork.com, 425-629-1801

About Journeys

Journeys is a leader in the teen specialty retail scene, with more than 800 stores in all 50 states, Puerto Rico and Canada. Journeys uses fashion savvy and merchandising science to keep in step with the fast-paced footwear and accessories market for 13- to 22-year-old guys and girls. Journeys offers a wide variety of trendy, relevant brands that cater to teens who seek the hottest, new styles. The Journeys store is more than a retail environment; it's an extension of the teen lifestyle. From the plasma TVs playing exclusive content and the latest music videos, to the visual merchandising strategy and promotions, to the employees whose image and style reflect the customers' lifestyle and attitude. In addition, Journeys reaches its customers through www.journeys.com, a mobile website, catalog, national advertising, strategic cross-promotions, social media and grass-roots events like The Journeys Noise Tour. Journeys is, in every way, an attitude you can wear!

About FedEx Corp.

FedEx Corp. (NYSE: FDX) provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. With annual revenues of \$47 billion, the company offers integrated business applications through operating companies competing collectively and managed collaboratively, under the respected FedEx brand. Consistently ranked among the world's most admired and trusted employers, FedEx inspires its more than 325,000 team members to remain "absolutely, positively" focused on safety, the highest ethical and professional standards and the needs of their customers and communities. For more information, visit news.fedex.com.

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