



PLAYNETWORK OPENS REGIONAL OFFICE IN COLUMBUS, OHIO

*Office Will Service and Drive New Business Opportunities for
Regional Clients*

Columbus, OH (December 11, 2012) – [PlayNetwork](#) the leading innovator in branded entertainment, today announced that the company has opened a regional office in Columbus, OH. The new office reinforces PlayNetwork's commitment to provide entertainment media and systems solutions for regionally based businesses. PlayNetwork continues to strengthen its business and recognizes its clients' desire for greater regional and local availability of resources to support their marketing and brand objectives consistently.

To support PlayNetwork's Midwest clients and develop new opportunities for them through the company's growing number of service offerings, Steve Fodor has been named Senior Client Manager, Central Region. Steve fills the position recently held by Kelly Clark who has been with the company since 2006 driving sales, business development, and client management initiatives in the Central territory. Kelly has been named Regional Director of the Central Region, and will oversee strategic relationships with PlayNetwork's new and existing clients.

"Our clients' satisfaction is critical to our success and we need to effectively anticipate and meet their needs while providing them with new services that impact their business results," said Craig Hubbell, Executive VP of Global Sales and Marketing of PlayNetwork. "Opening our Columbus office, hiring Steve to PlayNetwork, and putting Kelly in a greater leadership role positions us to more efficiently engage with and service our regional clients."

Prior to joining PlayNetwork, Steve served as the Director of Marketing at gtc. Artists With Machines. He also served as Business Development Manager at Badertscher Communications leading their marketing and sales activity.

"PlayNetwork is pushing the envelope of entertainment media for its clients and I'm excited to be a part of that," said Fodor.

The Columbus, OH office is located in the Miranova office tower with a magnificent view of the new Main Street Bridge, Town Street Bridge and Downtown Columbus.

About PlayNetwork

PlayNetwork produces unrivaled media experiences for brands worldwide. PlayNetwork programs include music, messaging, video, web radio, artist

promotions and events, A/V systems, advertising networks, and commercial XM Satellite Radio. PlayNetwork aims to deliver experiences with the truest level of customization and integration cross every touch point – in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing for over 75,000 media subscribers in 90 countries reaching over 100 million people every day. For more information visit playnetwork.com or xm4biz.com

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