



PlayNetwork Expands Globally with Announcement of Hong Kong Office

(Redmond, WA – February 25, 2014) PlayNetwork, the leading innovator in branded entertainment media experiences, is expanding its global reach with the announcement today of its new Hong Kong office. The Hong Kong team joins a family of PlayNetwork locations around the globe, including teams in London, England; Columbus, Ohio; Sherman Oaks, Calif.; New York City; and the company's corporate headquarters in Redmond, Wash.

"Across the globe, PlayNetwork is helping brands use entertainment media to make deeper connections with their customers," said Lon Troxel, Executive Chairman and CEO of PlayNetwork. "Our Hong Kong office will help us continue to expand internationally by serving both businesses located in Asia and companies seeking to deliver a consistent brand experience globally."

PlayNetwork's new Hong Kong office, located in Causeway Bay, will expand services for clients throughout the Asia Pacific region including Levi's, who [recently hired PlayNetwork](#) to bring its brand to life through music in all of its 1800 stores across the world.

As part of the company's commitment to provide brands with content, services and solutions, PlayNetwork Hong Kong has launched a free monthly event series called Retail Thursday, which drew 120 attendees for its premiere event. During this monthly event, participants can network, explore innovative ideas, and learn about the rapidly evolving retail industry.

PlayNetwork's full suite of media and visual services is designed to help companies stand out and stay true-to-brand in their stores, at events and online. Customers can hear, see and experience the company's work at over 80,000 retail locations in more than 107 countries worldwide.

About PlayNetwork

PlayNetwork creates entertainment and digital media experiences that build lasting impressions with customers worldwide. The company helps brands deepen their relationships with customers through Comfort + Discovery, developing emotional bonds that drive lifetime value. Clients engage PlayNetwork for custom music and media supervision, engineering and installing A/V systems, branded entertainment campaigns, technology and innovation development, global music and content licensing, original video and motion graphics, social media activation, advertising networks, and more. They partner with over 310 brands across 80,000 locations in 107 countries, reaching more than 100 million people every day. For more information, visit www.playnetwork.com.

Contact:

Nicole Rikkinen
PlayNetwork
nrikkinen@playnetwork.com
(425) 629-1801

Megan Trevarthen
Porter Novelli
megan.trevarthen@porternovelli.com
(206) 727-2880