

PlayNetwork adds Justice and Animals Inc. to Advertising Networks

(Seattle, WA – October 21, 2013) PlayNetwork, the leading innovator in branded music and entertainment media experiences, has strengthened its leading Alpha Moms digital out-of-home advertising network with the addition of Justice and Animals Inc. venues across the United States. These additions further solidify the network as one of the most targeted ways brands can reach influential moms as they shop and spend time with their children.

The Alpha Moms network connects with 30 million moms and kids ages 1-14 each month in ideal environments where families are social and receptive to brand messages. Brands such as Disney, Saban Brands, and Stride Rite advertise on the network through integrated campaigns utilizing sponsored TV segments, in-store signage, collateral, samples, digital, social media, mobile, and more.

Justice, the #1 tween girl specialty apparel retailer in the US with 900 locations, and Animals Inc., which represents all 221 AZA accredited zoos and aquariums in the United States, join nine other network partners that include Journeys Kidz, My Gym, and Pump It Up. Combined, the network has more than 4,700 screens and an awareness level of 63%.

“PlayNetwork’s Alpha Moms Network just makes sense for the Justice customer,” said Leslie Armour of Tween Brands. “With our core audience consisting of tween girls and their mothers who have significant spending authority, we can offer substantial value through integrated campaigns executed by PlayNetwork. It’s an opportunity to align ourselves with complementary brands in our space and connect with our customer on a lifestyle level.”

“Over 181 million people visit our accredited zoos and aquariums each year, more than the NBA, MLB, NFL, and NHL combined,” said Steve Kennedy of Animals Inc. “Our venues offer integrated promotional opportunities through video and audio mediums that support the targeted delivery of branded content. The Alpha Moms Network is an ideal place for brands looking to connect with our audience.”

“With the addition of the Animals Inc. and Justice we now offer unparalleled access to active moms and their kids in the out-of-home space,” said Steve Lovell Director, Advertising Networks at PlayNetwork. “Brands looking to reach this audience during purchase decision cycles have an outstanding opportunity to target this demographic with our Alpha Moms Network. We look forward to further developing our relationship with these venues and providing an increased level of reach for our clients.”

About Tween Brands

Headquartered in New Albany, Ohio, Tween Brands is the largest premier tween specialty retailer in the world. Through our Justice brand, Tween Brands provides the hottest fashion merchandise and accessories for tween (age 7-14) girls. Known as the destination for fashion-aware tweens, Justice proudly features outgoing sales associates who assist girls in expressing their individuality and self-confidence through fashion. Visually driven catalogues and direct mail pieces reach millions of tween girls annually, further positioning Tween Brands as a preeminent retailer in the tween marketplace. Over 900 stores are located throughout the United States and

Canada, as well as in Puerto Rico, Russia and the Middle East. Additionally, Tween Brands offers its fashions to tween girls and their parents through its e-commerce site, www.shopjustice.com.

About Animals Inc.

Animals Inc. is a digital media company with a social mission to support wildlife conservation through its exclusive affiliation with the Association of Zoos & Aquariums (AZA). Its Board of Directors includes representatives from leaders in digital marketing, including Context Media and Six Flags, and leaders in zoo and aquariums, including the Philadelphia Zoo, the Houston Zoo, the Columbus Zoo and Aquarium, and the South Carolina Aquarium. Through digital signage, social marketing, sponsorships, and other high-impact promotional opportunities, Animals Inc. supports the animal care and conservation work of AZA-accredited zoos and aquariums. For more information, please visit <http://www.animalsinc.net>.

About PlayNetwork

PlayNetwork creates entertainment and digital media experiences that build lasting impressions with customers worldwide. Our efforts help brands deepen their relationships with customers through Comfort + Discovery, developing emotional bonds that drive lifetime value. Our clients engage us for custom music and media supervision, A/V systems engineering and installation, branded entertainment campaigns, technology and innovation development, global music and content licensing, original video and motion graphics, social media activation, advertising networks, and more. We partner with over 310 brands across 80,000 locations in 90 countries, our work touching more than 100 million people every day. For more information, visit www.playnetwork.com or <http://connections.playnetwork.com>.

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