



PlayNetwork Wins Red Robin's "Business Partner Of The Year" Award

PlayNetwork's Systems And Video Production Teams Recognized For Their Participation In Red Robin's Brand Transformation Efforts

Redmond, WA – (April 9, 2013) – PlayNetwork, a leading innovator in branded entertainment, has been selected as Red Robin's 2012 "Business Partner Of The Year" for their audio-video systems integration that contributed to Red Robin's re-branding efforts.

The award was announced at Red Robin's 2013 Leadership Summit in January. PlayNetwork was recognized for setting a standard of excellence during the refresh of over 100 existing locations that included new 55-inch flat panel displays enhanced audio systems, and managed services for video on Red Robin's *Heritage Wall and American Icon Channel*.

"We were delighted to recognize PlayNetwork for their combination of creative systems solutions, execution and service," said *Denny Post, Chief Marketing Officer* at Red Robin.

The project occurred between August and December of 2012, and included a complete refresh of 122 restaurants with 5 to 10 locations installed per week. During that period, PlayNetwork collaborated with over 40 sub-contractors and partners, re-engineered Red Robin's audio / video layout and installed over 650 flat panel LED screens.

"This was one of, if not the most aggressive and all-encompassing refresh projects completed within a short timeline, and an unprecedented initiative for our company," said *Darrell Champagne, Executive VP, Operations* at PlayNetwork. "That we earned this top award by Red Robin is a testament to the dedication, creativity, and service by our team members. We couldn't be more proud."

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 across every touch point – in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing in over 75,000 locations, in more than 90 countries, reaching over 100 million

people every day. For more information, visit www.playnetwork.com or www.xm4biz.com.

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