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Satellite radio goes retail

Elevator music is about to get edgier. At least that's the intent of a partnership launched Wednesday night at Seattle's glitzy Chateau Ste. Michelle winery. **PlayNetwork**, a Seattle company that pipes the background music into giant retail chains such as Abercrombie & Fitch and Starbucks, has joined forces with XM Satellite Radio, the company that delivers 170 music stations to your vehicle.

Their goal: to get small business owners to subscribe to XM radio for \$30 a month, which will allow them to customize the audio ambience of their establishments. Ste. Michelle can now pipe classical music into its main tasting room and smooth jazz into the gift shop, says Keith Love, the winery's corporate affairs vice president.

Dave Purdy, PlayNetwork's senior vice president, says, "It's the least expensive way to get music legally into your business."

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