

PlayNetwork Delivers The Ultimate In Music And Messaging Control With New Serenade Service

Easy-to-use online interface gives businesses the power to directly program custom brand experiences

Redmond, WA (October 14, 2008) -[PlayNetwork](#), a global leader in providing integrated media experiences for businesses, today announced a new level of in-store control and personalization with the debut of its Serenade Music & Messaging Service. Designed for any commercial business looking for more hands-on control in creating a memorable brand experience, the Serenade service allows marketers, brand managers and store operations personnel to personalize music and messaging content as-needed anywhere, anytime through an easy-to-use online interface.

The core of the Serenade service is its unmatched message customization and distribution functionality. With only a few simple clicks, retail, big box stores, QSR's, grocery, hospitality and other business users can create, add, change and distribute messaging content across the enterprise. Because the platform is scalable to meet the needs of companies with thousands of locations, Serenade enables company and location-specific messaging to be inserted and scheduled to meet the promotional, advertising and training requirements of multiple regions.

To ensure a total brand experience, Serenade provides subscribers with access to PlayNetwork's vast music programming expertise through a selection of the most comprehensive music "channels" in the industry. In addition to scheduling/day-parting and dual-zone support, the PlayNetwork business music channels offer multiple levels of personalization based on the unique needs of the individual business environment.

"Deploying messaging content has been an arduous process for many businesses, particularly those in the retail industry who manage multiple locations and regions, often with little assurance message content is integrated correctly," said PlayNetwork's Craig Hubbell, Executive Vice President, Media Services, Sales & Marketing. "With Serenade, content can be created, managed and distributed at the appropriate level within the organization to ensure brand consistency and seamless integration with music programming resulting in a better consumer experience. From independent retailers to national chains, PlayNetwork is quickly becoming the industry choice based on our unmatched ability to deliver the flexibility and range of customization businesses need to suit their unique environment."

The company expects to add full music customization capabilities in January of 2009, providing access to the vast PlayNetwork music library for the most extensive, convenient solution for music and messaging deployment in the industry. Companies interested in learning more about the Serenade Music & Messaging Service can contact the PlayNetwork Sales department at info@playnetwork.com.

About PlayNetwork

Established in 1996, Redmond, Washington-based PlayNetwork, Inc. is an integrated media services leader for worldwide business. PlayNetwork provides branded video (digital signage), audio (music and messaging), promotional media, quality audio/video systems, and professional services that deliver compelling experiences for retail, hospitality, health and fitness, retail banking and other businesses. The XM for Business service is now managed by PlayNetwork through a new strategic relationship with XM Satellite Radio. More information is available at www.playnetwork.com or www.xm4biz.com.

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