

## **PlayNetwork Named One Of Pacific Northwest's Fastest Growing Technology Companies In Deloitte's Technology Fast 50 Program**

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*Fast 50 Award is PlayNetwork's Fourth Consecutive Ranking*

**Redmond, WA** (October 03, 2006) - PlayNetwork Inc., a leading provider of custom media services for businesses worldwide today announced that for the fourth consecutive year it has been named to Deloitte's prestigious Technology Fast 50 Program.

PlayNetwork ranked 20th in the list of fastest growing Pacific Northwest companies, based on 190 percent revenue growth during the five years evaluated — from 2001 to 2005.

"Maintaining our high rate of growth and being recognized by Deloitte for the fourth consecutive year is a great honor for PlayNetwork," said Lon Troxel, the company's executive chairman and CEO. "Our consistent growth is also a clear indication that our media market is developing as we have anticipated as we introduce new innovative media services that meet businesses' developing digital communications and entertainment needs."

To qualify for the Technology Fast 50, companies must have had operating revenues of at least \$50,000 in 2001 and \$5,000,000 in 2005, be headquartered in North America, and be a company that owns proprietary technology or proprietary intellectual property that contributes to a significant portion of the company's operating revenues; or devotes a significant proportion of revenues to the research and development of technology. Using other companies' technology or intellectual property in a unique way does not qualify.

"Deloitte's Pacific Northwest Technology Fast 50 companies have shown the strength, vision and tenacity to succeed in today's very competitive technology environment," said Larry Hile, a Partner in Deloitte's Technology, Media & Telecommunications (TMT) industry practice based in Seattle. "We applaud the successes of PlayNetwork, and acknowledge it as one of the very few to accomplish such a fast growth rate through the past five years."

Deloitte's Technology Fast 50 Program—the Pacific Northwest specific ranking—identifies the 50 fastest growing technology, media, telecommunications and life sciences companies in the Washington, Oregon and Idaho. The report is published by Deloitte & Touche USA LLP, one of the nation's leading professional services organizations.

Winners of the 16 regional Technology Fast 50 programs in the United States and Canada are automatically entered in Deloitte's Technology Fast 500 program, which ranks North America's top 500 fastest growing technology, media, telecommunications and life sciences companies. For more information on Deloitte's Technology Fast 50 or Technology Fast 500 programs, visit [www.fast500.com](http://www.fast500.com).

## **About PlayNetwork**

PlayNetwork Inc. is a global media services leader for 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. Established in 1996, Redmond, Washington, based PlayNetwork services leading national brands such as: Abercrombie & Fitch, Brinker International, Chico's, CompUSA, Diesel, Houlihan's, Petco Animal Supplies, Starbucks Coffee Company, TGI Friday's and The Finish Line. More information is available at [www.playnetwork.com](http://www.playnetwork.com).

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