

Playnetwork Ranks In Top Half Of Deloitte's Technology Fast 50 Program For Washington State

Company attributes acquisition of key national accounts, substantial growth in subscriber locations as key drivers to impressive 249 percent revenue growth

Redmond, WA (October 03, 2008) - [PlayNetwork](#), a global leader in providing integrated media experiences for businesses, has been named to Deloitte & Touche USA LLP's prestigious Technology Fast 50 program for Washington State. The annual Fast 50 program is a ranking of the 50 fastest growing technology, media, telecommunications and life sciences companies in the area by Deloitte, one of the nation's leading professional services organizations. Rankings are based on the percentage revenue growth over five years from 2003-2007.

PlayNetwork's increase in revenues of 249 percent from 2003 to 2007 resulted in a rank of 24 in the Technology Fast 50 for Washington State. The company credits an increase in the acquisition of several key national accounts, substantial growth in subscriber locations, and significant top-line revenue growth — specifically within the hospitality and retail sectors — as the primary drivers behind its ongoing success.

“To be recognized by Deloitte as among the fastest growing success stories, especially in a region that is home to so many innovative companies, is a true testament to our business model, leadership, and the commitment to our customers exhibited by our entire team every day,” said Lon Troxel, Chairman and Chief Executive Officer for PlayNetwork, Inc. “We are honored to have ranked so well among our peers and look forward to even stronger growth in the years ahead.”

“To rank on Deloitte's Technology Fast 50, companies must have phenomenal revenue growth over five years. PlayNetwork has proven to be one of the fast-growth success stories in Washington and we applaud their dedication to making their vision a reality,” added Pete Shimer, office managing partner of the Seattle office of Deloitte.

To qualify for the Technology Fast 50, companies must have had operating revenues of at least \$50,000 in 2003 and \$5,000,000 in 2007, 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.

Companies from the 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.

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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