

Dickey's Barbecue Pit Serves Up PlayNetwork's Serenade Music And Messaging Service To Enhance Customer Dining Experience

PlayNetwork creates soundtrack for Dickey's lip smackin' Texas- barbecue style ambiance

Redmond, WA (December 01, 2009) - [PlayNetwork](#), a global leader in providing integrated media experiences, today announced [Dickey's Barbecue Pit™](#) has deployed PlayNetwork's [Serenade](#) Service to deliver music and messaging content to all of its locations. The partnership will enable Dickey's Barbecue Pit to serve up their own local flavor of music and messaging.

The original Dickey's opened in Dallas in 1941, with a simple goal – “Serve barbecue so good people will crave it.” By harnessing the power of Serenade's user-friendly and secure web-based interface, Dickey's embeds that timeless mission into the music and promotional messages that play in all sites. These promotions, narrated by Roland Dickey himself, bring the heritage of Dickey's to each individual location. Dickey's also uses the Serenade tool to control their messaging on-hold content, extending its brand experience beyond the lease line to fans placing phone orders.

“Dickey's Barbecue Pit has been a Dallas tradition for almost 70 years. In recent years we have expanded rapidly into new markets in an effort to expose customers from California to Florida to true Texas barbecue,” said Jeff Gruber, Director of Marketing for Dickey's Barbecue Pit. “As part of this growth model, it is vital that we stay true to our brand and Texas roots by providing a sensory experience to complete the authentic Dickey's experience. This partnership with PlayNetwork enables Dickey's to serve up a uniquely Texan taste, smell, feel and sound.”

To complement the popular Texas barbecue menu, PlayNetwork designed a music concept deeply rooted in Americana, mixed with a hefty dose of classic Southern rock, blues, and boogie-woogie, a Texas-style Western swing. There is no mistaking the Texas roots of Dickey's Barbecue after listening to this home-grown collection of songs. The sounds reverberating through the restaurants are as distinctive as the taste and smell of Dickey's Signature Beef Brisket – it's down-home Texas barbecue.

“Dickey's is synonymous with barbecue, and PlayNetwork enjoyed pulling together a truly unique mix of fun, regional music that reinforces Dickey's authentic Texas feel,” said Craig Hubbell, Executive Vice President, Media Services, Sales and Marketing for PlayNetwork. “The Serenade Service allows the Founder to add his personality into all locations across the country. We're thrilled to provide the flexibility needed to complete their brand re-design efforts for fans everywhere.”

About Dickey's Barbecue Pit

Founded in 1941, Dickey's Barbecue Restaurants began in Dallas, Texas with a single goal – “Serve the best tastin' barbecue imaginable, just the way people like it. And don't make „em wait too long to get

it.” More than 60 years later, Dickey's is now the fastest growing barbecue chain in the country and is rapidly becoming the largest franchising concept in its category serving some of the best mouth waterin', lip smackin', great tastin' barbecue in the United States. Beginning with an aggressive growth strategy and proven business model, and since implementing its proprietary five revenue streams for business growth, Currently, Dickey's Barbecue Restaurants can be found in more than 15 states and 115 locations nationwide. For more information on partnering with Dickey's Barbecue Restaurants in any location, call (866) 340-6188 or visit www.dickeys.com/franchise.aspx. Dickey's – Slow smoked. Served fast..

About PlayNetwork

Successful companies create experiences that bring their brand to life and touch consumers across multiple channels. PlayNetwork, Inc., specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer< across all touchpoints< – in-store, online and on device. Founded in 1996, PlayNetwork is the industry's leading integrated media provider for branded music, messaging, video, advertising sales, entertainment promotions and event media, systems integration services, and commercial XM Satellite Radio subscriptions. The company creates high-impact media experiences that drive consumer behavior and affinity, in-store and beyond. Working with many of today's hottest brands in the retail, hospitality, health and fitness, banking, and other business environments, PlayNetwork leads the way in creating media experiences that influence and inspire, making your brand relevant and engaging for the consumer. More information is available at www.playnetwork.com or www.xm4biz.com.

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