

## First Licensed Music Podcast Service For Business Pioneered By PlayNetwork

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*Branded Podcasts Create New Business Marketing Medium via the Internet and Profit-Generating Promotion for Music Artists*

**Redmond, WA** (December 18, 2006) - Retailers, restaurants and other public venues can add another media channel to their entertainment toolkits — podcasts that distribute branded music compilations to the portable music players of their customers.

PlayNetwork Inc., a leading provider of branded audio and video media services for businesses worldwide, today announced it has launched the first promotional music podcasting service that benefits businesses and the music recording industry alike.

"Branded Podcasts take branded entertainment experiences outside of the store environment and put them directly into the listening lifestyles of interested audiences," said David Brewster, PlayNetwork's SVP of Creative and Promotional services.

Branded Podcasts capitalize on promotional networking and music sharing trends in a way that's beneficial to all parties involved, combining retail promotions with sought-after music in a brand-building entertainment relationship. Retailers, hotels, health clubs and a variety of hospitality businesses can offer free music podcasts to build stronger connections with their customers, while incorporating brand-enhancing messaging. Consumers get access to free songs that interest them, and PlayNetwork's Branded Podcasting business model pays music artists and labels royalties for each podcast download in which their works are featured.

"PlayNetwork is facilitating our ability to be intelligent about the technologies we embrace," said Matt McGreevy, web marketing / video production executive for Epitaph Records. "It is consistent with our marketing strategies to go where people are looking for new music. The (portable) capabilities of digital music have opened lots of doors for finding new music."

Branded Podcast episode consist of three to five songs from various artists and labels. The music is hand-selected based on PlayNetwork's clients' target audiences and their related branding or merchandising initiatives. Branded Podcasts are available through iTunes® as well as other podcast platforms.

Along with the licensed music, businesses can customize the podcasts with host DJ narration and other audio segments. DJs "front- and back-announce" details as songs begin and end to attribute artist name and label, and promote the brand's marketing information or details related to the artists' featured work or upcoming label releases.

PlayNetwork's reputation for innovation in the business entertainment industry, its proven ability to accurately account for music usage and royalties and its brand-specific marketing approach with each client have put the company in a strong leadership position with its music and video label relationships. Working closely with several independent labels and artists to secure the rights to music for podcasts, PlayNetwork has pioneered a new media delivery model with a quickly growing list of thousands of songs, enabling PlayNetwork to develop Branded Podcasts for any business.

"We hope to eliminate the barriers that have held back both businesses and the music industry from taking full advantage of a tremendous explosion in brand promotion and consumer entertainment," said Brewster. "There has been terrific response so far to this offering as branded entertainment evolves and evolves from the in-store or in-restaurant experience to a real media channel with expansive reach and the ability to discretely target individual customers."

Additional promotional services made possible by PlayNetwork's label relations include the use of music for branding initiatives such as web-based radio. More information is available at [www.playnetwork.com](http://www.playnetwork.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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