

PlayNetwork Unveils MC500 Media Player

LATEST SOLUTION INCORPORATES AUDIO AND VIDEO CAPABILITIES ENABLING BRANDS TO DELIVER AN EXCEPTIONAL MULTI-MEDIA EXPERIENCE

Las Vegas, NV (February 23, 2010) - [PlayNetwork](#), a global leader in providing integrated media experiences, today announced the launch of the MC500 Media Player, the company's latest evolution of its hard-drive based media player. The MC500 Media Player enables brands to combine, manage and deploy audio, video, messaging and advertising assets from one integrated platform.

Businesses are increasingly looking to combine original audio and video content onto one platform to create unique experiences in store. The MC500 Media Player can seamlessly distribute these assets, providing thousands of digital songs and video assets on the 160 GB hard drive. The multi-purpose player delivers customized audio and video playlists selected from PlayNetwork's extensive library of millions of audio and video assets – the largest licensed library in the industry.

"The MC500 Media Player allows our production team to remotely program audio, video, promotional and advertising messaging in concert with our client's branding, marketing and merchandising initiatives," said [Craig Hubbell](#), Executive Vice President, Media Services. "We know that a positive and energized in-store experience affects consumers, and the MC500 Media Player allows businesses to directly control that experience."

The MC500 Media Player can be updated via a network connection, DVD or USB directly to the hard drive, which allows locations the ability to keep its in-store media current as well as provide proof of performance reporting and accountability for advertising supported networks. Additionally, it provides unique playback capabilities, including random song shuffling, day-parting and rich mixing. The device is equipped with full HD 1080p digital video playback and has an LCD display that shows program, artist and title information. The unit provides one zone of video playback and one zone of simultaneous music and messaging playback. The unit also has significantly enhanced energy efficiency.

[Brian Hirsh](#), PlayNetwork's Senior Vice President of Marketing, Licensing and New Media Services, will be demonstrating the MC500 at Digital Signage Expo's New Products press briefing on Feb. 24 at 10:30 a.m. in Room N253 at the Las Vegas Convention Center. The MC500 Media Player will also be on display at the PlayNetwork booth (No. 1117) at the Digital Signage Expo, Feb. 23-25, in Las Vegas.

About PlayNetwork

PlayNetwork, Inc., specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across multiple 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, 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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