

PlayNetwork Develops Value-Added Reseller Program

Partner Network Led by Industry Veteran Dave Purdy

Redmond, WA (February 26, 2007) - PlayNetwork Inc., a leading provider of integrated media services for business, today announced the launch of PlayNetwork's Value-Added Reseller Network program to expand the company's growth in local and franchise markets with branded audio and video media. PlayNetwork also announced it has hired David Purdy, a 15-year veteran of the commercial music industry as Senior Vice President, VAR Services, to oversee the program.

PlayNetwork's VAR network furthers the company role as a full-service digital media company, arming resellers with the means to offer PlayNetwork's high-quality and customized suites of music programming services to companies of all size.

"This expansive migration to local availability is a strategic next step for PlayNetwork and Dave's skills, vision and vast experience are the right combination to make it happen," said PlayNetwork CEO, Lon Troxel. "Dave has been charged with developing new sales channels, sales affiliates, and partner-delivered product and service offerings. Dave has a proven track record of outstanding success in this arena, proficient in developing key relationships in numerous markets."

Before joining PlayNetwork, Dave was VP of Sales and Marketing for Trusonic, Inc. for three years. He worked as the Senior Director of Sales and Marketing for MP3.com/Vivendi Universal Net USA (Trusonic's preceding brand) for three additional years where he launched Trusonic's business music services for resellers and direct business customers. Dave also successfully built up an affiliate network as the Director of Affiliate Sales for AEI Music Network (now DMX Music).

In addition to access to great music and video programming, PlayNetwork's VAR network will be able to leverage the same audio/video systems foundation that hallmarks PlayNetwork's award-winning G.I.G.S.® (Great Installations – Great Systems) service program. G.I.G.S. enables PlayNetwork to ensure that all its installed and serviced business establishments enjoy a high level of quality and consistency from one audio/video system to the next.

"PlayNetwork is actively seeking out relationships with the highest caliber audio/video integrators and resellers in all markets," noted Purdy. "The focus of our VAR program will be to maintain key relationships with companies capable of working side-by-side with PlayNetwork and supporting our G.I.G.S. standards in order to meet our clients' needs."

Purdy and other PlayNetwork business development personnel will be recruiting potential VARs at the NSCA Expo in Orlando March 15-17, an industry event hosted by the National Systems Contractor Association.

About PlayNetwork

PlayNetwork Inc. is a global leader of integrated media services 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, Hot Topic, Houlihan's, Petco Animal Supplies, Starbucks Coffee Company, TGI Friday's and The Finish Line. More information is available at www.playnetwork.com.

PlayNetwork Contact:

PlayNetwork, Inc.

425.497.8100

publicrelations@playnetwork.com

www.playnetwork.com