



## PlayNetwork Continues to Deliver Starbucks Music

---

*Starbucks renews contract with PlayNetwork to provide in-store music services*

**Seattle, WA** (February 26, 2008) - PlayNetwork Inc., a global leader in providing signature media experiences for business, announced today that Starbucks has extended its long-time partnership with PlayNetwork by signing a new Music Services Agreement for in-store music and related services to be provided to Starbucks stores throughout North America.

Starbucks continues to build a distinctive, highly regarded brand around the globe. By utilizing PlayNetwork's custom media programming and playback services, Starbucks reinforces its identity through unique in-store music experiences. PlayNetwork has a dedicated programming and account management team to support Starbucks in creating and delivering the Starbucks music experience around the world.

PlayNetwork had important roles in the delivery and execution of several recent successful events, including the use of PlayNetwork technology in support of specific playlists when Starbucks teamed up with Apple iTunes for the "Song of the Day" giveaway to promote the launch of the Now Playing service. PlayNetwork provides infrastructure support for the Now Playing platform.

"Starbucks is one of the most recognized and respected brands in the world," said David Brewster, Senior VP, Marketing and Creative Services for PlayNetwork, Inc. "We are pleased that as Starbucks expands, they are extending the positive music environment PlayNetwork has helped to create."

"Music has a global appeal and reach that Starbucks has recognized for years. Our longtime relationship with them is a great case study to how environment and consumer experience is a key element to the success of a global brand," added Kim Dahmen, Senior VP, Global Operations for PlayNetwork.

### **About PlayNetwork**

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. Established in 1996, Redmond, Washington, based PlayNetwork services leading national brands such as: Abercrombie & Fitch, Brinker International, Chico's, Diesel, Hot Topic, Houlihan's, Petco Animal Supplies, Starbucks Coffee Company, TGI Friday's, The Finish Line and Under Armour. 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](http://www.playnetwork.com) or [www.xm4biz.com](http://www.xm4biz.com).

PlayNetwork Contact:

PlayNetwork, Inc.

425.497.8100

[publicrelations@playnetwork.com](mailto:publicrelations@playnetwork.com)

[www.playnetwork.com](http://www.playnetwork.com)