

HTI And PlayNetwork Announce Strategic Partnership: HTI Becomes The Media Service Company's First VAR

HTI, the leading integrated systems provider in the Pacific Northwest and PlayNetwork, Inc., a leading global supplier of media services, today jointly announced the formation of a strategic alliance.

Bellevue & Redmond, WA (April 17, 2007) - (PRWEB)-- HTI, the leading integrated systems provider in the Pacific Northwest and PlayNetwork, Inc., a leading global supplier of media services, today jointly announced the formation of a strategic alliance that will position both companies for increased growth in the Greater Seattle market and throughout Washington, Oregon, Idaho, and other nearby states.

HTI is currently expanding its core business of designing and installing integrated systems for the residential marketplace into commercial locations, including restaurants, entertainment venues, retail stores, and hotels. PlayNetwork is a provider of custom music programming, video programming, and digital products providing content and consulting for major U.S. firms, including Starbucks, Hollister and Abercrombie & Fitch.

"PlayNetwork gives us the opportunity to offer content to the retail and hospitality markets that is notable for its sophistication, its ability to be customized for each location, and its reputation for providing a high quality customer experience," said Kent Meisner, HTI's President and CEO.

"HTI has assembled a group of industry veterans, experts in implementing integrated systems, ready to bring to the commercial market the same expertise that has served them well in the residential space," said Lon Troxel, PlayNetwork's Executive Chairman and CEO. "Many members of the new HTI management team have a great deal of experience on the commercial side. Similar to PlayNetwork, HTI is looking to explore new market opportunities - so we are natural partners."

For HTI this marks an important new direction. This is the first time the company has launched a major effort to bring its knowledge and capabilities to non-residential opportunities. For PlayNetwork, this will be the first time in the company's history it has worked with value-add resellers (VARs). The strategic partnership with HTI represents an important and potentially very profitable stage in the company's evolution.

"Our expertise originated in the custom content environment and we understand it very well," said Troxel. "It gives us the ability to provide a Total Custom Media Experience with services ranging from music to branded promotional services. Utilizing the additional services of the HTI sales force will help us bring our products to an untapped market."

"Everything we do so well for the residential market transfers seamlessly to the commercial setting," said Meisner. "HTI's capabilities complement PlayNetwork's remarkably well. Our alliance is sure to help both companies add new customers." (originally published on www.prweb.com)

About HTI

<http://www.hometechnologies.com> [Home Technologies Inc. (HTI) is the Pacific Northwest market leader in design, engineering and integration of comprehensive living and working space management systems, such as Audio Video & Home Theater, Communications, Integration, Lighting Control, Security and Window Treatments. The company is leading the way in developing intelligent systems designed to increase the functional capability through the use of technology in the home and in commercial locations. HTI is a privately held company headquartered in Bellevue, WA with branch operations in Whitefish, MT and Bend, OR. For additional information please visit www.HomeTechnologies.com.

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, 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.

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