

XM For Business Partners With Crown International To Increase Local Market Reach Nationwide

Partnership offers businesses hassle-free, low-cost solutions to turn on

Redmond, WA and Elkhart, IN (May 16, 2008) - [XM for Business](#) — helping businesses attract and entertain customers and employees with vibrant branded music and audio content by delivering outstanding audio programming from XM Satellite Radio, America’s most popular satellite radio offering — announced today a strategic relationship with [Crown Audio](#), one of the world’s largest and most respected manufacturers of power amplifiers and components for professional audio markets, under which Crown Audio will promote XM for Business. The XM for Business service is managed by [PlayNetwork, Inc.](#) on behalf of XM Satellite Radio.

Retailers and other businesses looking to feature XM Satellite Radio’s high-quality programming for their business can now reach out to Crown Audio’s nationwide local dealers. The authorized dealers will be able to activate the XM Satellite Radio service for their business customers using Crown Audio’s integrated components.

“This partnership hits the sweet spot for both companies,” says Dave Purdy, Senior Vice President of XM for Business. “Crown Audio is one of the most highly regarded names in commercial audio components and their dealers are recognized as some of the best sound integration firms,” he continues. “This joint venture by two of the most well respected brands in their fields means these high quality dealers will now have access to the XM Satellite Radio programming service through XM for Business.”

The working relationship between the two companies opens up a broad local market reach for XM for Business by leveraging Crown Audio’s thousands of professional dealers nationwide. The premier commercial audio component manufacturer, a division of Harman International, will supply their dealers with integrated amplifiers featuring a built-in XM radio tuner to activate the XM Satellite Radio service with their local customers.

“It’s a smart decision that should get a lot of mileage for both of us,” says Bill Raimondi, Market Development Manager for Crown Audio. “XM Satellite Radio delivered by XM for Business offers a superior service and their commitment to Crown Audio equals a great opportunity to further Crown’s visibility in the marketplace while presenting greater points of presence for XM for Business through our local dealers.”

With a built-in XM Radio tuner, the 140 MAX and 180 MAX made by Crown Audio, are the first integrated tuner-mixer-amplifiers designed for commercial use, and deliver XM Satellite Radio programming in digital sound quality. The integrated components are the centerpiece of the 140 and 180 MAX PACKs: complete business sound systems with Crown and JBL components.

“The bundled 140 MAx PACK and 180 MAx PACK with JBL speakers offers a straightforward, out-of-the-box solution for businesses,” affirms Purdy. “With Crown’s first-rate technology, exceptional audio dealers, and the great XM Satellite Radio programming, this translates to a quality, easily accessible, low-cost solution for businesses to bring music in.”

More details can be found at <http://www.XM4Biz.com> or by calling XM for Business toll-free at 1 (866) XM4-BUSI (964-2874).

You can also experience XM for Business in-person at booth number 5760 at the National Restaurant Association (NRA) trade show May 17-20, 2008 at McCormick Place in Chicago, IL.

About XM for Business/PlayNetwork

XM for Business offers businesses the ability to enjoy more than 170 digital channels of XM Satellite Radio programming, including commercial-free music, premier sports, news, talk and other audio entertainment, with their customers and employees. The XM for Business service reaches tens of thousands of business subscribers, providing them with America's number one satellite radio offering of vibrant, branded music and audio content. Managed by [PlayNetwork, Inc.](#) — a global leader in providing signature media experiences for businesses — through a strategic relationship with XM Satellite Radio, XM for Business is the perfect solution for companies seeking a simple, affordable way to introduce music to the business environment. For more information, visit XM for Business at www.XM4Biz.com.

Crown International, a Harman International company, manufactures amplifiers, microphones, and systems control products for professional audio markets worldwide, with corporate headquarters located in Elkhart, Indiana. For more information, visit Crown online at www.crownaudio.com.

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