

Hollister Co. Awarded Digital Retailer of the Year

Innovative Digital Signage Network Solution From PlayNetwork Enhances In-store Brand Experience

Redmond, WA (May 25, 2005) - Hollister Co. received the first-ever Digital Retailer of the Year award which was presented last week at the Digital Retailing Expo in Chicago for Hollister's innovative use of digital signage to display the surfing and beach lifestyle that the brand represents, PlayNetwork Inc. announced today. In 50 of its teen-oriented beach apparel stores across the United States, Hollister installed unique "video window" systems designed by PlayNetwork to showcase two live video feeds from Huntington Beach, California — Surf City, USA. "Hollister's vision of the ideal in-store video experience for their stores has led to a digital signage solution unlike any other and we are very proud to have played a part in bringing their vision to life," said Darrell Champagne, PlayNetwork's VP Systems Engineering. "PlayNetwork congratulates the entire Hollister organization for this well-deserved award." NEC Display Solutions, supplier of video-wall enabled liquid crystal displays that are part of the in-store display systems, nominated Hollister for the award. The award ceremony, held May 18 in Chicago, also recognized retailers Best Buy, Esso International, Mazda and Tesco with honorable mentions for their digital signage innovations. More information about the Hollister video windows application can be found in a case study available for download at www.playnetwork.com.

About PlayNetwork

PlayNetwork Inc. is a creative entertainment solutions provider for businesses worldwide. PlayNetwork delivers entertainment solutions consisting of custom music, quality sound and video system design and installation services, digital signage and networked video programming, branded compilation CDs, and other media solutions that enhance store environments and customer experiences. Established in 1996, Redmond, Washington based PlayNetwork ranks on the Inc. 500 and Deloitte Technology Fast 500 lists of fastest-growing private U.S. companies. Its ever-growing customer base includes leading national brands such as Starbucks Coffee Company, Brinker International, Abercrombie & Fitch, Chico's FAS, Krispy Kreme Doughnuts, Levi Strauss & Co., TGI Friday's and The Finish Line. More information is available at www.playnetwork.com.

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