

PlayNetwork Selects SeeSaw Networks as Exclusive Seller of Advertisements on Their Leading In-Store Video Screens

Partnership Spans Advertising Sales and Customized Content

Redmond, WA and San Francisco, CA (July 13, 2010) – PlayNetwork, a global leader in providing integrated media experiences for businesses, today announced they have signed an exclusive agreement with SeeSaw Networks to sell place-based advertisements for their offering of in-store video networks. PlayNetwork currently provides customized music, messaging and video entertainment services to more than 200 leading brands. They also operate retail advertising networks that reach more than 20 million viewers each month. After a broad evaluation of potential partners, PlayNetwork selected SeeSaw to be their advertising partner because of their deep expertise in integrated, place-based digital campaigns and their focus on Life Pattern Marketing.

Under the terms of the agreement, SeeSaw will have exclusive rights to offer digital place-based advertising and sponsored programming segments across PlayNetwork’s Moms, Womans, Tweens, Young Adults, and Hispanic retail advertising networks. Currently, these networks are featured in Ashley Furniture, MoneyMart, PLS Check Cashers, MyGym, The Little Gym, JW Tumbles, Kidville, Underground Station, Journeys, Journeys Kids, Eckō Unlimited, and Steve Madden.

SeeSaw’s proprietary Life Pattern Marketing methodology, and their comprehensive digital video media planning and buying platforms, offer leading brands the opportunity for unparalleled audience targeting capabilities. SeeSaw also offers a robust set of network affiliate partners to complement PlayNetwork’s award-winning retail networks.

“SeeSaw shares our vision of offering our clients the ability to reach very targeted audiences in the places they go everyday with unique engaging programming,” said Walt Tatum, Sr. Vice President, North American Sales for PlayNetwork. “SeeSaw’s unique Life Pattern Marketing gives them the expertise to support that vision.”

“We’re excited to be able to offer access to PlayNetwork’s leading retail customer base as an anchor for brand campaigns looking to effectively reach people in their daily lives via Life Pattern Marketing,” said Peter Bowen, CEO and Co-Founder of SeeSaw Networks. “Together, SeeSaw and PlayNetwork will provide advertisers a distinctive and entertaining environment to engage a highly receptive audience.”

SeeSaw’s rapidly growing client base includes leaders in the following industries: Entertainment, Consumer Packaged Goods, Financial Services, Automotive, Telecommunication, Retail, and QSRs.

For more information on SeeSaw Networks, please visit www.seesawnetworks.com.

About PlayNetwork

PlayNetwork, Inc. specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across all touch points – in-store, online and on-device. Founded in 1996, PlayNetwork is the industry’s leading integrated media provider for branded music, messaging, video, entertainment promotions and event media, systems integration services, retail advertising networks, and commercial XM Satellite Radio subscriptions. The company creates high-impact media experiences that drive consumer behavior and affinity, in-store and beyond. Working with many of today’s hottest brands in retail, hospitality, health and fitness, banking, and other business environments, PlayNetwork leads the way in creating media experiences that influence and inspire, making your brand relevant and engaging for the consumer. More information is available at www.playnetwork.com or www.xm4biz.com.

About SeeSaw Networks

SeeSaw Networks provides unparalleled media planning and buying technology for digital place-based advertising. SeeSaw delivers advertising in places where people go every day – places like gas stations, kids gyms, coffee shops, grocery stores and health clubs. SeeSaw reaches more people nationally, in more places than any other place-based video network. Combining over 70 digital signage networks across over 30 different types of locations, SeeSaw is the most extensive national digital video network currently in over 30,000 venues nationally and growing. SeeSaw delivers over 150 million weekly gross impressions – more than primetime TV spots at a fraction of the cost. SeeSaw’s campaign planning and optimization platform, SeeSawAds.com, enables agencies to precisely target and optimize their digital video advertising campaigns. With SeeSaw, advertisers can intercept people in their daily life patterns where they work, play and socialize.

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