

The Wine Loft Calls On PlayNetwork To Create Environment And Ambiance For A Unique Brand Experience

Wine is the center of attention for the hot new social concept, but media provides the sophisticated, comfortable ambiance to The Wine Loft's growth strategy

Redmond, WA (July 28, 2009) - [PlayNetwork](#), a global leader in providing integrated media experiences for businesses, today announced [The Wine Loft](#) has selected PlayNetwork as its provider of custom music programming for its rapidly expanding locations. A unique wine-centric experience with an upscale, hip atmosphere, The Wine Loft will leverage PlayNetwork's [Serenade](#) service to deliver and manage its own music and messaging content to all franchisee locations. The partnership will enable The Wine Loft to seamlessly deliver a new level of music and messaging content to current and upcoming locations, ensuring a consistent brand experience across all sites while localizing messaging to specific Wine Loft locations.

The PlayNetwork music team dug deep into The Wine Loft brand to create a custom blend of music that evokes the look and feel of the upscale experience fast becoming synonymous with The Wine Loft. By using PlayNetwork's web-based Serenade service as the delivery channel, The Wine Loft marketing team is able to login to view music programming and monthly playlist updates. Serenade also provides The Wine Loft with the ability to upload and schedule overhead and on-hold messaging to single site, regional groups or all locations.

The power of the Serenade service lies in its combination of custom music programming and messaging customization and distribution. By taking advantage of Serenade's dual-zone capabilities, The Wine Loft delivers the in-store music and messaging content to physical locations and on-hold music and messaging to the sites simultaneously. Content can also be easily day-parted, and on-site managers have the freedom to switch between music programs, ensuring the sound is always in-sync with the real-time mood of individual locations.

"As The Wine Loft continues to expand into new markets it is crucial for us to have the ability to deliver a customer experience that is unique, sophisticated and comfortable, and to do it consistently across all The Wine Loft locations," said Tim Sabo, Director of Marketing, The Wine Loft. "As a company committed to delivering the best ambiance and overall social experience, it was important to identify the partner that "gets" our brand and has the breadth of services to meet our needs now and in the future. After an exhaustive review, PlayNetwork emerged as the hands-down leader and the company best capable of helping The Wine Loft deliver the perfect combination of ambiance, user control and technology distribution."

"The Wine Loft is an exciting new concept, bringing together the social aspects of a wine community with the hip, trendy feel of an upscale urban hot-spot. The company's understanding of the vital role

music and other media play in bringing the experience together shows they have their finger on the pulse of the consumer," said Craig Hubbell, Executive Vice President, Media Services, Sales and Marketing for PlayNetwork. "By leveraging Serenade to deliver its custom programming and content, The Wine Loft will be able to deliver that vibe consistently across all locations while providing for local flexibility and interaction to ensure the experience is always on target."

About The Wine Loft

The Wine Loft was founded in 2002 by Jason and Melissa Doyle to create a comfortable, relaxed environment where wine would be used as a conduit to create a unique social experience. Backed by a well trained and knowledgeable staff, The Wine Loft now has 20 locations across the United States offering a large selection of fine wines, education courses, various promotions and social events sponsored by various wineries. Each of The Wine Loft locations pride themselves in the successful pairing of the social aspects of wine with a unique, vibrant and sophisticated setting to ensure the best experience by new and experienced wine connoisseurs alike. For more information, please visit www.thewineloft.net.

About PlayNetwork

Established in 1996, Redmond, Washington-based PlayNetwork, Inc. is an integrated media services leader for businesses worldwide. PlayNetwork provides branded video (digital signage), audio (music and messaging), entertainment media, audio/video systems, and professional services that deliver compelling experiences for retail, hospitality, health and fitness, retail banking and other businesses. 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 or www.xm4biz.com.

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