

Eastern Mountain Sports Turns To PlayNetwork For High-Impact In-Store Media Experience

PlayNetwork puts active outdoor lifestyle to music and video by creating a custom branded, integrated media solution for Eastern Mountain Sports' new SoHo flagship location

Redmond, WA (August 13, 2009) -PlayNetwork, a global leader in providing integrated media experiences for businesses, today announced Eastern Mountain Sports has selected PlayNetwork to provide a custom audio and video solution for its flagship SoHo, Manhattan location to create a multimedia experience worthy of one of the most exciting retail concepts today.

Leveraging the same expertise that has made it a leading branded music supplier, PlayNetwork developed an integrated audio and video solution for Eastern Mountain Sports' new flagship location in SoHo. At 18,097 square-feet, the store triples the size of its former location and provides an expanded selection for urban outdoor enthusiasts. To integrate the video programming seamlessly in the large, diverse space, PlayNetwork leveraged existing branded and custom video content to create four unique in-store channels. The high-impact video displays, combined with custom music programming, create a consistent, interactive brand experience.

In addition, PlayNetwork is providing custom branded music programming to Eastern Mountain Sports' 64 retail stores across 12 states. One of the nation's largest outdoor retailers specializing in outdoor gear, apparel, footwear and accessories, Eastern Mountain Sports is a favorite destination for active individuals and the PlayNetwork music team worked with the company's marketing group to develop a sound that would resonate with Eastern Mountain Sports' core consumer: active outdoor athletes. By featuring an upbeat, modern and eclectic mix, PlayNetwork created a sound that perfectly complements the active, sometimes edgy lifestyle of Eastern Mountain Sports shoppers and brings the outdoor mindset to the consumer.

"Our brand is synonymous with being active and enjoying everything the outdoors has to offer, and it is essential when our customers visit any Eastern Mountain Sports location to have that shine through," said Will Manzer, CEO and President of Eastern Mountain Sports. "The team at PlayNetwork has done an amazing job at translating the active lifestyle into music and video, helping us create an experience that immerses shoppers in our brand. Their creativity, one-on-one communication and exceptional customer service have made them the perfect partner in rolling out these initiatives."

"With Eastern Mountain Sports, you're looking at a company with a massive following across genders and age groups. To really create an effective integrated media experience, you have to drill down into the commonalities across these demographics, and in this case it was the love of an active outdoor lifestyle," said Craig Hubbell, Executive Vice President, Media Services, Sales and Marketing for PlayNetwork. "Working with them to develop music and video that truly resonate with their customers

on a personal level has been a great experience, and we look forward to a longstanding and creative partnership.”

About Eastern Mountain Sports

Founded in 1967 by two New England rock climbers and based in Peterborough, N.H., Eastern Mountain Sports is one of the nation’s leading outfitters of outdoor gear, clothing, footwear and accessories with 64 retail stores in 12 states. Eastern Mountain Sports designs and sells products for outdoor adventurers who participate in a variety of sports, such as mountaineering, backpacking, camping, hiking, adventure racing, climbing, kayaking, mountain biking and snow sports. Eastern Mountain Sports product and technology is tested by its product development and quality assurance teams in conjunction with the Eastern Mountain Sports Climbing, Kayaking and Ski Schools. More information is available at www.ems.com.

About PlayNetwork

Established in 1996, Redmond, Washington-based PlayNetwork, Inc. is an integrated media services leader for worldwide business. 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.

PlayNetwork Contact:

PlayNetwork, Inc.

425.497.8100

publicrelations@playnetwork.com

www.playnetwork.com