

Bartell Drugs Taps PlayNetwork To Deliver Music And Messaging Service To Enhance In-Store Experience

Nation's oldest family owned drugstore chain to leverage PlayNetwork's media expertise for all its upcoming neighborhood locations

Redmond, WA (September 15, 2009) - [PlayNetwork](#), a global leader in providing integrated media experiences for businesses, today announced [Bartell Drugs](#) has selected PlayNetwork as its partner for providing music and messaging services to the company's newest locations as it expands upon its current base to 57 stores across the greater Seattle/Puget Sound area. The nation's oldest family owned drugstore chain selected PlayNetwork based on its unparalleled expertise in creating custom music programming and targeted messages. Combined with the flexibility of the [Serenade](#) Service, Bartell can now deliver relevant brand media and messages to its consumers.

The Serenade Custom Service provides access to PlayNetwork's vast music library of licensed original artist content, as well as PlayNetwork's custom programming expertise. Bartell Drugs will also leverage Serenade's message insertion capabilities; with just a few simple clicks, Bartell Drugs will now be able to distribute promotional and brand messages to its customers at the store level. Message content can be quickly edited, day-parted and updated to coincide with seasonal campaigns, all right from a web browser. The Service has been rolled out in two of three new Bartell locations — the Lake Serene store in Lynnwood, WA and the Mill Creek store in Bothell, WA — and will be rolled out to the new Issaquah, WA location later this month, with additional locations to follow.

"As a company dedicated to providing the best service and experience to our clientele, we are excited to work with the team at PlayNetwork to provide an even more personalized, engaging experience in each of our new stores," said Rebecca Siegmund, Assistant Vice President of Marketing, Bartell Drugs. "Their expertise and customer service, combined with the flexibility of the Serenade Service, clearly reveals their investment in the evolution of in-store messaging. We look forward to working with them to roll-out our new sound and messaging capabilities as new locations come online."

"Bartell is a great example of a company at the forefront of delivering value and service to its customers. By deploying Serenade, Bartell continues to innovate in its ability to deliver personalized, relevant and timely information to its loyal customer base," said Craig Hubbell, Executive Vice President, Media Services, Sales and Marketing for PlayNetwork. "Through this strategic partnership with PlayNetwork, Bartell has the ability to engage consumers on a personal level inside its stores with messaging and music programming that extends their brand and their longstanding commitment to personalized service."

About Bartell Drugs

The oldest family owned drugstore chain in the nation, the Bartell Drug Company was founded by

George H. Bartell Sr., a 21-year-old pharmacist from Kansas, in 1890. Today, the company has 57 stores located in neighborhoods throughout the greater Seattle/Puget Sound area. Together with their employee associates, the Bartell Family has built an extremely successful company, one that strives to satisfy its customers by offering them personalized service and by providing its associates a stable and rewarding work environment. For more information, please visit www.bartelldrugs.com.

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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