

EDDIE BAUER AND PLAYNETWORK KICK OFF THE EDDIE BAUER EMERGING ARTIST PROGRAM

Music Program That Connects Emerging and Established Artists To Customers In-Store and Online

Redmond & Bellevue, WA (March 17, 2011) – ([BUSINESS WIRE](#)) – [Eddie Bauer](#), The Original Outdoor Outfitter®, and [PlayNetwork](#), producers of unrivaled media experiences for brands worldwide, announce the Eddie Bauer Emerging Artist Program and team up to host a private daytime showcase on Saturday, March 19 during South by Southwest Music Conference and Festival (SXSW).

Packed with cutting-edge Universal Music Group artists, the showcase will feature Gustavo Galindo, Andy Grammer, Kevin Hammond, Washington, Gilbere Forte, Electric Touch, Free Sol and alternative Dutch-American singer-songwriter Laura Jansen.

“I could not be happier to be a part of the Eddie Bauer Emerging Artist Program,” said Jansen. “As an artist I especially enjoy working with organizations that encourage adventurous music discovery plus I’m thrilled to have this opportunity to be heard by new audiences.”

For more than 90 years, Eddie Bauer has helped people explore the world by outfitting adventurers and outdoor enthusiasts. As a music and media partner, PlayNetwork joined forces with Eddie Bauer to open up new ways for customers to explore the world of music through the Eddie Bauer brand and across multiple touch points. By enlisting emerging and established artists to create original music, conduct on-camera interviews and perform live showcases, Eddie Bauer will offer customers a branded entertainment experience that also tells a unique musical story.

“The Eddie Bauer Emerging Artist Program was born from the spirit of adventure and discovery inherent in the First Ascent and Eddie Bauer brands,” said Kirsten Kinkead, multimedia producer at Eddie Bauer. “PlayNetwork is the ideal partner for this program because they have a true understanding of our core values and will translate that into media experiences that resonate with our customers.”

To initiate the ongoing Eddie Bauer Emerging Artist Program, PlayNetwork’s in-house production team will create artist video segments that will be broadcast in Eddie Bauer stores, online and through social media channels, featuring interviews and live performances from the event, as well as programming artist music releases in Eddie Bauer stores and outlets.

“The partnership with Eddie Bauer is a perfect example of how retail and music can come together in a dynamic and impactful way, and with the Emerging Artist Program launch, Eddie Bauer customers will have new ways to connect to the brand across multiple touch points,” said Brian Hirsh, senior vice president, media services at PlayNetwork. “SXSW is the ideal backdrop for this program to premiere.”

Following this launch, the Eddie Bauer Emerging Artist Program will continue presenting live events and concerts at sponsored events including Mountainfilm in Telluride, Teva Mountain Games, Outside in Aspen, Rainier Mountain Festival, Audi Birds of Prey World Cup Race Week and more.

About Eddie Bauer

Established in 1920 in Seattle, Eddie Bauer is a specialty retailer that sells sportswear, outerwear, gear and accessories for the active outdoor lifestyle. The Eddie Bauer brand is a nationally recognized brand that stands for high quality, innovation, style and customer service. Eddie Bauer products are available at approximately 353 stores throughout the United States and Canada, through catalog sales and online at eddiebauer.com. Eddie Bauer is proud to be named a J.D. Power 2011 Customer Service Champion and is only one of 40 companies so named in the U.S.

About PlayNetwork

PlayNetwork produces unrivaled media experiences for brands worldwide. PlayNetwork programs include music, messaging, video, web radio artist promotions and events, A/V systems, advertising networks, and commercial XM Satellite Radio. PlayNetwork aims to deliver experiences with the truest level of customization and integration across every touch point – in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing in more than 70,000 business subscribers in 70 countries, reaching over 23 million people every day. For more information, visit www.playnetwork.com or www.xm4biz.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6650843&lang=en>

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