

Legendary Female Rockers The Bangles Partner with PlayNetwork, maurices for Exclusive Vinyl EP Release

PlayNetwork-Distributed Album "Sweetheart of the Sun" To Be Available Across maurices Retail Locations

The Bangles to Headline South By Southwest (SXSW) Daytime Showcase and Participate in Girls Rock Camp as Part of maurices "Small Town Sound" Campaign

Redmond, WA & Duluth, MN – March 9, 2011 – Influential hit makers, The Bangles, today announce the release of their vinyl EP, **"Sweetheart of the Sun,"** set for exclusive distribution throughout select maurices specialty retail stores starting the week of March 21. In a deal brokered by PlayNetwork, this limited-edition vinyl release will debut as part of the retailer's ["Small Town Sound"](#) campaign and nationwide band search.

"It's been great to be a part of maurice's 'Small Town Sound' and have a chance to discover some of the exciting new female musicians living and playing in towns all across the country. We had fun recording acoustic versions of a couple of our earlier songs and then doing an exclusive 'maurices' mix' of a brand new tune to release on vinyl at the stores. This is The Bangles SXSW debut and we can't wait – we're especially looking forward to playing with our winners Audri & Aaron," said The Bangles.

The Bangles' exclusive vinyl release for maurices' is a unique mix of the A-side single, "Anna Lee (Sweetheart of the Sun)", and classic hit songs "Hazy Shade of Winter" and "Let It Go," on the B-side. A final mix of "Anna Lee (Sweetheart of the Sun)" will be featured on The Bangles' forthcoming studio album, their first in 8 years, set to be released this summer.

"Since we kicked off this campaign, our stores have been filled with exceptional music from female-fronted bands from across the country," said Lisa Bartlett, associate vice president of marketing at maurices. "We're honored to give our audience exclusive access to new recordings by the ultimate girl band, The Bangles."

Celebrating and encouraging women in music, "Small Town Sound" is a partnership between maurices, PlayNetwork and Sonicbids. Connecting maurices to artists like The Bangles, Chrissie Hynde, and Sick of Sarah, PlayNetwork developed numerous "Small Town Sound" experiences to enhance the brand and engage communities in new ways through music, including a contest seeking the top female-fronted band, in-store concerts, an exclusive release with The Bangles, participation in the Girls Rock Camp showcase at SXSW and the lifetime opportunity for the winning band to perform with legendary acts, record a single and shoot a music video.

“As an innovative voice in retail fashion, maurices made a statement by exploring new directions in building brand affinity and broke new ground for thousands of female-fronted bands with their ‘Small Town Sound’ campaign,” said John Croke, senior director of creative development at PlayNetwork. “This collaboration with The Bangles continues to reflect maurices’ core message and offers new ways for fans to connect with the greatest female-fronted act of all time.”

About maurices

maurices, a division of Ascena Retail Group, Inc. (NASDAQ – ASNA), is the leading small town specialty store and authority for the savvy, fashion-conscious girl with a twenty-something attitude. Today, maurices operates over 760 stores in 44 states. maurices stands for fashion, quality, value and customer service. Offering sizes 1-24, our styles are inspired by the girl in everyone, in every size. For store information and to shop online, visit maurices.com.

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.

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