

PlayNetwork Adds Media Savvy Executives to Its Expanding Senior Management Team

Brian Hirsh named Senior Vice President of Marketing, Licensing and New Media; Walt Tatum takes reins as Senior Vice President of North American Sales

Redmond, Wash. (February 17, 2010) – [PlayNetwork](#), a global leader in providing integrated media experiences, today announced the expansion of its [senior management team](#), adding industry veterans [Brian Hirsh](#) as Senior Vice President of Marketing, Licensing and New Media, and [Walt Tatum](#) as Senior Vice President of North American Sales. Each brings extensive experience in creative media for the business industry, enhancing PlayNetwork’s core teams and complimenting the company’s overall growth strategy for the future.

Hirsh, the former president of Retail Entertainment Design, an entertainment marketing agency, spent the past five years concentrating on in-store media, out of home advertising, brand development and digital signage. He oversaw marketing, media relations, licensing, finance, and drove the strategic direction for the company. Prior to that, Hirsh was the director of national sales at DMX Music, a provider of media, music and entertainment for retail and hospitality brands. As a recognized leader in the marketplace, Hirsh has spoken at many industry events such as Digital Hollywood’s Advertising 2.0, Out-Of-Home Digital Media Content Strategies and Brand Activation Strategies events and is also a member of the Digital Signage Expo Advisory Board.

“PlayNetwork has been expanding as an industry leader over the last few years; growth I witnessed from the sidelines while working for its competitor. I’m now very excited to be a part of PlayNetwork as it continues to grow and becomes a leader in the industry,” said Hirsh. “PlayNetwork is comprised of creative people with great ideas, and with the current acquisition of Channel M, the team is truly best in class within our industry. I have the utmost confidence that PlayNetwork is now in position to capitalize on its stable of energetic and ambitious employees and potential.”

Tatum was promoted to Senior Vice President of North American Sales after joining PlayNetwork in May 2009 as its regional sales director. Tatum will now oversee all direct, VAR (Value Added Reseller) and local sales channels within North America. Before joining PlayNetwork, Tatum was the Vice President and General Manager of sales at DMX Music, where he spent eight years, two of those years overlapping the time Hirsh spent at DMX Music. Prior to that, Tatum was the CEO of XTreme Motorsports International.

“The key to creating a strong team is to recruit the best players available. Brian and Walt represent two of the best for PlayNetwork,” said [Lon Troxel, CEO of PlayNetwork](#). “The industry expertise and experience they will provide PlayNetwork will be invaluable as we continue to grow and strive to be the leader within our industry. I know both men on a personal and professional level and it gives me great pleasure to have them join the leadership team. I know PlayNetwork can expect great things from them.”

About PlayNetwork

PlayNetwork, Inc., specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across all touchpoints – in-store, online and on device. Founded in 1996, PlayNetwork is the industry’s leading integrated media provider for branded music, messaging, video, advertising sales, entertainment promotions, systems integration services, and commercial XM Satellite Radio subscriptions. The company creates high-impact media experiences that drive consumer behavior and affinity, in-store and beyond. Working with many of today’s hottest brands in the retail, hospitality, health and fitness, banking, and other business environments, PlayNetwork leads the way in creating media experiences that influence and inspire, making your brand relevant and engaging for the consumer. More information is available at www.playnetwork.com or www.xm4biz.com.

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