

PLAYNETWORK TO ENHANCE RUE21, INC. RETAIL EXPERIENCE WITH NEW MC550 TECHNOLOGY AND CUSTOMIZED PROGRAMMING

All 672 rue21 U.S. Stores to Feature PlayNetwork-Powered Music Entertainment and Branded Messaging

Redmond, WA – April 19, 2010 – PlayNetwork, producers of unrivaled media experiences for the world's top brands, today announced fashion retailer rue21, Inc. (Nasdaq:RUE) is its newest customer. Stylized to suit the rue21 teen customer, PlayNetwork will produce and program engaging in-store music and messaging for 672 rue21 retail sites in 44 states, which are the first to feature PlayNetwork's powerful new MC550 media player.

The MC550 is the latest release in [PlayNetwork's](#) innovative entertainment media technology platform, which enables businesses to securely deliver immersive entertainment programming featuring music, video, digital signage and branded messaging content.

"It's exciting for us to partner with PlayNetwork. The MC550 will allow us to continually enhance our in-store branding alongside the newest fashion trends, and supports our future power media initiatives in the 110 stores we're planning to open in the coming year," says Dione O'Dell, Director of Marketing at rue21. "This 'up-to-date', current stream of music complements our speed-to-market merchandise strategy providing customers with a consistent shopping experience."

Through a customized media program from PlayNetwork, driven by the user-friendly MC550 platform, rue21 can build brand affinity through customizable or automatic dayparting and rich mixes of music, messaging and seasonal promotions.

"With rue21, we're leveraging our MC550 technology to extend the brand's trendy vibe to the fashion-conscious customer," says Craig Hubbell, EVP, worldwide sales and marketing, PlayNetwork. "rue21's media program is set to match the product on the racks as well as the taste of the customers who have made rue21 one of the fastest growing retail brands in the United States."

A multifaceted content delivery platform, the MC550 enables access to 160 GB of music, messaging and video files on a single media player. Businesses can utilize PlayNetwork's technology solutions to deliver the most powerful branded content to customers.

About rue21, Inc.

rue21 is a leading specialty apparel retailer offering exclusive branded merchandise and the newest trends at a great value. The Company currently operates 672 store locations in 44 states. Learn more at www.rue21.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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