



PLAYNETWORK APPOINTS JOHN CROOKE AS VICE PRESIDENT

Crooke Joins Executive Team as PlayNetwork Continues Aggressive Creative Strategy Development to Move Commerce for Top Global Brands

Redmond, Wash. (May 2, 2011) PlayNetwork, producers of unrivaled media experiences for the world's top brands, today announced that after eighteen months of excellence in creative strategy and content development, John Crooke is being promoted from senior director of content development to vice president of creative.

As VP of creative for PlayNetwork, Crooke's role will focus primarily on strategic initiatives that leverage brand positioning, music, video, original content and new media development in order to drive new partnerships and key initiatives for retail brands, record labels and entertainment agencies.

"With his unique approach to multimedia solutions and experience in music and content-powered campaigns, John's thought leadership will fortify PlayNetwork's position at the forefront of breakthrough brand experiences," said Lon Troxel, CEO of PlayNetwork.

At PlayNetwork, Crooke has utilized his years of music, strategy, and brand development experience to guide innovative branded entertainment projects exclusively for digital place-based and online network programming. Select projects include the artist discovery campaign "Small Town Sound" for leading young women's fashion retailer maurices, original music and lifestyle features for Genesco's Journeys TV, the "Eddie Bauer Emerging Artist Project" and Nordstrom youth fashion and music-focused BPtv.

"John's desire for excellence has consistently inspired his colleagues, clients and industry partners and his commitment and enthusiasm speaks for itself," said Brian Hirsh, senior vice president of creative services & licensing at PlayNetwork. "He has been instrumental in the vision and execution of core initiatives and he continues to lead strategic content development for our clients."

"I couldn't be more excited about being a part of PlayNetwork and working with such a phenomenal group of talented and passionate people," said Crooke. "Music, media, entertainment and brands are more integrated than ever and consumers are more in control than ever. PlayNetwork sits squarely in the nexus point of this convergence with the opportunity to make a powerful statement and tell emotional stories for our partners that have real meaning and relevancy for their audiences, fans and customers. For me, that's an incredibly inspiring place to be."

For more information please visit www.playnetwork.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 for over 75,000 media 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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