



PLAYNETWORK HIRES JOHN WOOLER AS VP OF MUSIC SERVICES

New Hire Underscores PlayNetwork's Continued Commitment to Creative Excellence and Facilitating Brand to Buyer Connections Through Music

Redmond, Wash. - November 17, 2011 - PlayNetwork, producers of unrivaled media experiences for brands worldwide, today announced that music industry veteran John Wooler has been appointed Vice President of Music Services. As a five time Grammy Award winning producer and former executive at Virgin Records, Wooler brings more than two decades of artist and label relations experience. Additionally, Wooler skills in brand development and lifestyle marketing will deepen PlayNetwork's ability to match artists with global brands.

"John's ties and understanding of the music industry make him an invaluable asset for our team and most importantly, for our clients," said Craig Hubbell, EVP of Global Sales and Creative Services. "I'm excited to welcome this music industry veteran to the PlayNetwork family."

Music is the cornerstone of PlayNetwork's entertainment media offering and the company currently enjoys extensive relationships with 3,300 major and independent labels around the world.

"The music industry is undergoing a significant reinvention and tapping into the vast opportunity that exists with brand partnerships and the 23 million consumers PlayNetwork reaches each day is essential for artists," said Wooler. "Likewise, brands are collaborating with artists more and more to help them form emotional connections with their customers made possible by combining enticing visuals with relevant music."

Prior to PlayNetwork, Wooler spent 19 years as a senior executive for Virgin Records. He also served as a music researcher for BBC tv and spent several years as a professor of music at California Polytechnic State University.

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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