



**PLAYNETWORK APPOINTS TOBIAS HARTMANN AS VICE PRESIDENT  
OF INTERNATIONAL BUSINESS TO LEAD GLOBAL EXPANSION**

*Appointment Advances PlayNetwork Leadership in Delivering Customized  
Music and Video Entertainment to Businesses Worldwide*

**Redmond, Wash. - November 17, 2011** - PlayNetwork, producers of unrivaled media experiences for the world's top brands, today announced that Tobias Hartmann has joined the company as Vice President of International Services. Hartmann will continue the development of PlayNetwork's global strategy as the company expands its presence and depth of services throughout all major territories worldwide.

The appointment of Hartmann builds on PlayNetwork's commitment to provide local and regional client support to its rapidly growing list of global clients. With an extensive network of local solution providers and key partners, PlayNetwork provides centralized support of audio/visual initiatives for more than 75,000 media subscribers across 70 countries.

"With a demonstrated track record of global brand development and financial results, Tobi will play an integral role in bringing PlayNetwork to new markets internationally," said Craig Hubbell, EVP of Global Sales and Creative Services. "His ambition and passion for his work makes him an ideal choice to lead our continued expansion efforts."

Hartmann brings more than 20 years of sales and business development experience throughout the global business landscape. Prior to joining PlayNetwork, Hartmann was founder of FC Sonoma and a Managing Director for LexisNexis. Hartmann speaks five languages and holds two masters degrees in business administration and international affairs.

"PlayNetwork's ability to help businesses manage their brand through music and video media solutions everywhere in the world is inspiring," said Hartmann. "I'm honored to be joining such a talented group of people."

For more information please visit [www.playnetwork.com](http://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](http://www.playnetwork.com) or [www.xm4biz.com](http://www.xm4biz.com).

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