

Corporate Fact Sheet

Headquarters: Redmond, WA

Offices in: Sherman Oaks, CA; Maidstone, UK

Founded: 1996

Employees: 160

Market Acceptance:

- ▶ Provides services to more than 250 of the world's most recognizable brands,
- ▶ In more than 75,000 media subscribers in more than 70 countries,
- ▶ And reaches more than 23 million consumers each day.
- ▶ Partners with more than 3,300 labels, artists and studios to source licensed music and video content.
- ▶ Recognized five times on the Deloitte Fast 500 list as one of the fastest-growing private companies in North America.

Company Background:

PlayNetwork began operations in 1996 with technology, licensed content, and a vision to deliver digital entertainment media as a catalyst for bonding consumers to the best lifestyle brands around the globe through authentic, compelling in-store media experiences.

Today, the company does more than \$50 million in annual revenues and provides services to more than 250 leading brands and 75,000 media subscribers across 70 countries.

PlayNetwork's mission is to inspire commerce wherever consumers go.

In 2009, PlayNetwork purchased Channel M, the largest provider of digital out-of-home television content in North America. Channel M had earned a reputation for producing innovative, branded video content for in-store networks.

In 2011, the Company launched PlayNetwork Ltd., which included the acquisition of Absolute Audio Systems Ltd., to provide its commercial media products and A/V systems integration services across Europe. The new office strengthens PlayNetwork's regional client support to all of Europe, the Middle East, Africa and India.

Guiding Principles:

PlayNetwork's success is based on a healthy and engaging work environment defined by our Guiding Principles:

- ▶ **Integrity** - We adhere to the highest standards of ethical behavior: honesty, fairness and accountability.
- ▶ **Teamwork** - We share a common purpose and vision through open communication, collaboration and mutual support.
- ▶ **Professionalism** - We are reliable, courteous and dedicated experts who build trust in every relationship.
- ▶ **Resourcefulness** - We encourage and reward innovation. We value effective problem solving and operate with a sense of urgency.
- ▶ **Respect** - We value our unique backgrounds and diversity as a socially and environmentally responsible company.
- ▶ **Passion** - PlayNetwork is inspired by energetic, creative, and engaging people. Passion infuses our work and transcends all that we do.

Primary Ownership:

- ▶ Chartwell Capital Management Co.
- ▶ CMI Holdings (Ascend Ventures/Vintage Capital)
- ▶ Talon Asset Management, Inc.

Board of Directors:

- ▶ Lon Troxel – Chairman and CEO
- ▶ Tony Marinatos – Chartwell Capital Management Co.
- ▶ Ken Purcell – Chartwell Capital Management Co.
- ▶ Darryl Wash – Ascend Venture Group, LLC
- ▶ Bill Wolf – Talon Asset Management, Inc.

Executive and Senior Management Team:

- ▶ Sue Hoover – Executive Vice President, Finance and Chief Financial Officer
- ▶ Darrell Champagne – Executive Vice President, Operations
- ▶ Craig Hubbell – Executive Vice President, Global Sales & Marketing
- ▶ Walt Tatum – Senior Vice President, North American Sales
- ▶ Julie Baird – Vice President, Finance and Controller
- ▶ Stacy Chevront – Vice President, Human Resources
- ▶ John Crooke – Vice President, Creative
- ▶ Shari Green – Vice President, Client Services
- ▶ Tobias Hartmann – Vice President, International Business
- ▶ Leroy Henry – Vice President, Music and Messaging Creative Services
- ▶ Jody McKinley – Vice President, North American Direct Sales
- ▶ Mike McNellis – Vice President, Creative Video Media Services
- ▶ John Wooler – Vice President, Music Services
- ▶ Nadine Zgonc – Vice President, North American Client Management

Programs:

- ▶ Licensed and customized in-store music programming.
- ▶ In-store and on-hold messaging services with full recording and production talent.
- ▶ Complete video media & digital signage services, including branded TV networks.
- ▶ MC-Series Media Players, a combination music, messaging, and full HD video content delivery platform.
- ▶ Serenade, a Web-based music and messaging management system.
- ▶ Quality audio/video systems, including concept, design and installation.
- ▶ PlayRights software solution that allows most PCs to operate as media players.
- ▶ Entertainment marketing like compilations, artist promotions, and live performances.
- ▶ Sound design and music supervision for TV commercials, radio campaigns, corporate videos and more.
- ▶ New Media services like Web Radio, Web TV, mobile SMS/MMS campaigns, interactive digital signage apps and more.
- ▶ Branded Retail Networks, sponsorships and campaign opportunities.
- ▶ XM for Business satellite music solution for businesses.