



## **DICK'S LAST RESORT TAPS PLAYNETWORK TO REINVENT MULTI-CHANNEL BRANDED ENTERTAINMENT EXPERIENCE**

### ***Video, Social Media-Fueled Digital Signage and Custom Music Capture the Restaurant Chain's Story While Driving Awareness and Loyalty***

**Redmond, WA – February 1, 2012 –** [PlayNetwork](#), the leading innovator in branded entertainment, today announced a partnership with the popular restaurant destination, [Dick's Last Resort](#), to provide original video, social engagement and custom music programs designed to enhance the customer experience and attract new fans. PlayNetwork is producing "[Dick's TV](#)," which features a lively line-up of original programming, including artist spotlights, a reality show featuring guest experiences at locations around the country and a series that brings Dick, the brand's infamous icon, to life in short-form animated episodes. Programming also includes Dick's Last Resort and sponsored product promotions. PlayNetwork has produced an online version of Dick's TV plus a custom Web Radio player featured at [www.dickslastresort.com](http://www.dickslastresort.com).

"Dick's has always been about serving great food and entertainment," said Ted Moats, CEO of Dick's Last Resort. "PlayNetwork has helped us find new, creative ways to make the dining experience even more engaging, plus our online fans now have a vehicle to share the Dick's experience with friends."

In addition to enjoying Dick's TV, guests and Dick's servers are invited to contribute to the experience by uploading photos, text messages and Tweets to the displays throughout the restaurants. Store Managers are also able to post new messages instantly to restaurant displays.

"Our goal from the beginning was to build a robust, branded media network for Dick's that is modern, fun, engaging, highly visual and social," said John Crooke, VP of Creative, PlayNetwork. "Capturing the Dick's experience has been a labor of love for our team and watching guests enjoy and even participate with the programming is exciting to see."

To maximize the impact of the new programming, PlayNetwork is installing new state-of-the-art A/V systems in all 10 existing Dick's Last Resort locations, as well as new restaurants scheduled to open later this year. Dick will be opening his newest joint in Panama City Beach, FL in February.

### **About Dick's Last Resort**

While most restaurants see their primary business as serving food, at Dick's Last Resort, we've been serving "Live Entertainment" for nearly 27 years. Our joints are as well known for our sarcastic servers as we are for our great menu and live music. And one must not forget the hats. As a part of Dick's brand, visitors to the joint regularly end up decorated with a silly paper hat on their head with an off-the-wall insult that brings on the laughs from the whole table.

DLR Restaurants, LLC is jointly owned by Triton Pacific Capital Partners and DLR Partners, LLC. DLR Restaurants LLC is led by Ted Moats, CEO and Ralph W. McCracken, COO and is headquartered in Nashville, TN. DLR Restaurants owns, operates and licenses all twelve Dick's Last Resort restaurants. The concept originated in Dallas back in 1985. There are now eleven additional restaurants; Baltimore, Boston, Chicago, Gatlinburg, Las Vegas, Minneapolis, Myrtle Beach, Nashville, Panama City Beach, San Antonio and San Diego.

### **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 [playnetwork.com](http://playnetwork.com) or [xm4biz.com](http://xm4biz.com).

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