



PlayNetwork Announces Media Program for Levi's Retailers *Seattle Company Will Provide Music to 1500 Stores Worldwide*

(Seattle, WA – November 12, 2013) PlayNetwork, the leading innovator in branded entertainment media experiences, today announced they are providing music programming, as well as installing state-of-the-art media systems, for the Levi's brand in 1500 stores around the globe, including all U.S. locations.

"The songs we chose for Levi's embody the brand's pioneering spirit and push its rich cultural heritage even further," said Spencer Manio, PlayNetwork's Lead Senior Music Supervisor for Levi's. "The music you'll hear ranges from 1940s blues to 1990s garage bands to up-and-coming artists, but each song was specifically chosen to create an emotional connection between Levi's and its fans."

From the San Francisco Gold Rush, to Woodstock, to modern-day hip-hop culture, Levi's has a long-standing reputation for aligning itself with progressive artists, ideas, and cultural movements. The company has also used music in their marketing and advertising strategy to connect with people in new and surprising ways.

To develop a new program that continues that legacy, PlayNetwork immersed itself in the Levi's brand, decoding all aesthetic facets from design, texture, lighting, décor, energy, color, and overall experience of the retail stores. This process, paired with PlayNetwork's deep music industry knowledge and relationships with leading media labels, helped create a program that is already resonating with customers.

"I've heard people say that they can't leave the store yet because they're waiting to hear what song will play next," said Chad Hinson, Senior Director of Global Brand Creative at Levi's. "Together, the Levi's Global Brand Environment team and PlayNetwork have created music programs that are hopefully turning people on to new music, as well as re-familiarizing them with timeless classics."

PlayNetwork's full suite of media and visual services is designed to help companies stand out and stay true-to-brand in their stores, at events, and online. Customers can hear, see, and experience the company's work at over 80,000 retail locations in more than 100 countries worldwide.

About PlayNetwork

PlayNetwork creates entertainment and digital media experiences that build lasting impressions with customers worldwide. The company helps brands deepen their relationships with customers through Comfort + Discovery, developing emotional bonds that drive lifetime value. Clients engage PlayNetwork for custom music and media supervision, engineering and installing A/V systems, branded entertainment campaigns, technology and innovation development, global music and content licensing, original video and motion graphics, social media activation, advertising networks, and more. They partner with over 310 brands across 80,000 locations in 107 countries, reaching more than 100 million people every day. For more information, visit www.playnetwork.com or connections.playnetwork.com.

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