



## PLAYNETWORK ANNOUNCES NICOLE RIKKINEN AS VICE PRESIDENT OF MARKETING

*Rikkinen Joins Senior Management Team as PlayNetwork Continues To Strengthen Global Brand*

**Redmond, Wash. (September 11, 2012)** [PlayNetwork](#), the leading innovator in branded entertainment, today announced the appointment of Nicole Rikkinen to Vice President of Marketing. Rikkinen brings nineteen years of experience in marketing including strong skills in global branding, digital marketing, social media, and demand generation.

"Rikkinen is a talented executive who brings a wealth of expertise and industry knowledge to our marketing programs, Over the last three years we've dramatically expanded our global reach and broadened our sales channels to accelerate growth." said Lon Troxel, Executive Chairman and CEO of PlayNetwork. "Rikkinen will ensure these channels are highly targeted and that our creative positioning remains consistent worldwide. We are pleased to have her join PlayNetwork."

Rikkinen has proven success in developing targeted business-to-business marketing strategies. Her experience in global branding, sales generation and market research will allow PlayNetwork to link the impact of our creative media to consumer behavior and the value that these services bring to our brand clients.

"I am thrilled to be a part of the PlayNetwork team," said Rikkinen. "Standing at the intersection of creativity and innovation is the opportunity of a lifetime. I look forward to furthering the success of PlayNetwork, our clients and partners."

Prior to PlayNetwork, Rikkinen lead Microsoft and Dell's small business marketing strategy and directed marketing for Microsoft's Strategic Alliance team. She also served as the Vice President of Business Development at the marketing firm CSG Channels and Object Management Group.

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 87 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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