



PlayNetwork named as Samsung's ProAV Integrator of the Year

(Seattle, WA – October 2, 2013) PlayNetwork, the leading innovator in branded music and entertainment media experiences, was announced as Samsung's ProAV Integrator of the Year at Infocomm 2013 in Orlando, FL. This award caps a year during which Samsung and PlayNetwork collaborated on numerous high-profile projects in many industries that rely on creating exceptional customer environments, including casual dining, retail apparel, hospitality, and more.

Systems Advantage, PlayNetwork's award-winning, standards-based audio/visual engineering, installation, and quality assurance program, is focused on delivering exceptional systems that enhance delivery of content while ensuring consistency across locations. This year the team has engaged in many large-scale systems and digital signage projects with brands including Red Robin, Brinker International, Honda Center (home of the Anaheim Mighty Ducks), GAP, CenturyLink Field, Chili's, and more.

In each of these initiatives, PlayNetwork selected Samsung LED-lit displays for their unique combination of quality, energy savings, warranty, and value with regards to total cost of ownership. LED-lit displays reduce energy consumption by as much as 50% compared with CCFL-backlit LCD screens. In addition, Samsung provides best-in-class customer service and support.

"We're excited by the results of our partnership with PlayNetwork," said Greg Taylor, Vice President of Sales at Samsung's Enterprise Business Division. "Retail is undergoing a transformation with regards to customer experience, and PlayNetwork is at the forefront of not only integrating systems, but understanding what retailers are trying to accomplish at all customer touch points. An integral part of these solutions are digital signage and video content delivery, and Samsung displays offer a compelling value proposition for these business critical initiatives."

"PlayNetwork is thrilled to have received Samsung's Integrator of the Year award," said Darrell Champagne, PlayNetwork's EVP of Operations. "It's a testament to both outstanding product and a great partnership that's taken Samsung and PlayNetwork into a number of high profile video installations across numerous vertical markets. We work closely together and continue to grow our collective video business."

About PlayNetwork

PlayNetwork creates entertainment and digital media experiences that build lasting impressions with customers worldwide. Our efforts help brands deepen their relationships with customers through Comfort + Discovery, developing emotional bonds that drive lifetime value. Our clients engage us for

custom music and media supervision, A/V systems engineering and installation, branded entertainment campaigns, technology and innovation development, global music and content licensing, original video and motion graphics, social media activation, advertising networks, and more. We partner with over 310 brands across 80,000 locations in 90 countries, our work touching more than 100 million people every day. For more information, visit www.playnetwork.com or connections.playnetwork.com.

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