



# Music & Messaging

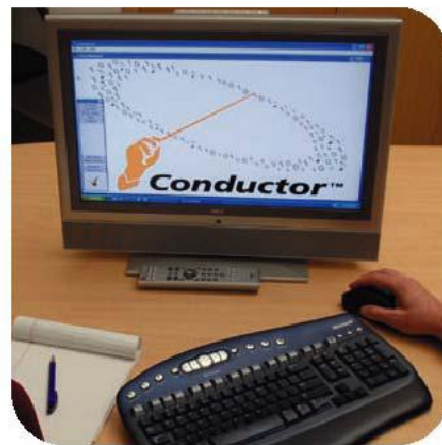
## The Master Profile Suite

PlayNetwork's Master Profile Suite provides businesses with an increased level of customization for the musical selections to be heard in a business environment.

### Create Your Unique Sound

Just as time and money is spent on décor, floor plan, lighting and furnishings to achieve just the right effect every retailing, restaurant, hotel or other commercial space requires a focused and tailored musical backdrop. PlayNetwork provides the unique soundtrack that makes each space feel just right.

PlayNetwork's Master Profile Suite offers commercial establishments the ability to create a unique sound by selecting up to three (3) handcrafted and professionally programmed PlayNetwork "Business Mixes" from a selection of over 100 options. Once you have chosen your favorite Business Mixes, PlayNetwork music programmers roll up their sleeves and blend all three of your choices into one distinctive and unique sound for your business. The end result is a business sound that reflects what makes your business locations a special place for your customers to spend time.



*PlayNetwork's music management system, Conductor™, enables professional programmers to blend and customize music mixes for unique business soundtracks.*

### Add Some Musical Options to Your Unique Sound

The Master Profile Suite music solution is unique in that it allows you to match your unique sound with up to five (5) additional Business Mix Channel options for playback variety and depth. For example, if your unique sound is a mix of Adult Contemporary, Classic Rock and Country tracks, you can also add to your Master Profile of programming Jazz, Classical, Oldies, Blues and Reggae Mix Channels to your selections to round out your playback options and create music flexibility for your space that is unparalleled with any other professionally programmed music service.

Your Master Profile is managed by PlayNetwork for as long as you subscribe to ensure your music content is updated on a monthly basis and keep the music content in each business location fresh and appropriate over time. You receive updates either via CD-ROM or via the Internet. The Master Profile Suite is pre-loaded for each business location onto PlayNetwork's state-of-the-art digital media player.

### Build Your Master Profile

Please consult with your Sales Representative for assistance in creating your Master Profile.

### PlayNetwork Master Profile Suite Fees and Terms:

- Opening Music Library: Up to 60 Hours of uninterrupted music
- Update: CD-ROM (up to 20 hours per disc) or network connection
- Public Performance and Royalties: PlayNetwork administers and pays all royalty fees