



PlayNetwork Inc.

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PLAYNETWORK FACT SHEET

Company Description Founded in 1996, Redmond, Washington, based PlayNetwork Inc. creates and delivers custom brand-appropriate audio and video media experiences within our customers' environments, in-store and beyond.

Products & Services Entertainment offerings include:

- Licensed and customized in-store music and messaging programs
- Digital signage (video)
- Quality audio/video systems sound (design and installation)
- Music marketing services such as branded compilation CDs
- And much more...

Executives & Leadership

- **Lon Troxel** - Executive Chairman & CEO
- **David Brewster** – Senior VP, Music & Messaging
- **Darrell Champagne** – Senior VP, Operations/Audio & Video Systems Services
- **James Condon** – Senior VP, Video Media Services
- **Kim Dahmen** - Senior VP, International VAR Services
- **Craig Hubbell** – Executive VP, Media Services, Sales & Marketing
- **Heidi Keele** – VP, Marketing & Communications
- **Dave Purdy** – Senior VP, North American VAR Services
- **Jeff Heiman** – VP, Licensing & Label Relations
- **Leroy Henry** - VP, Creative Services
- **Sue Hoover** – Chief Financial Officer
- **Denny Lien** – VP, Video Media Operations
- **Brandon Masterson** – Senior VP, Technology Services
- **Jody McKinley** – VP, Direct Sales
- **Nadine Zgonc** – VP, Strategic Account Management

What Makes PlayNetwork Unique

- *Client Collaboration and Customization* — PlayNetwork collaboratively works with every client to create precisely the right entertainment solution that meets their real business needs. PlayNetwork uses its proprietary music management system, Conductor™, to search and sort licensed, original-artist music to create custom branded playlists for each client brand.
- *Technology Innovation* — PlayNetwork's music service is complemented by innovative commercial-grade playback systems employing long-play CD-ROM and network technologies that offer quality, flexibility, and control.
- *Quality* — PlayNetwork is the only business media entertainment provider to establish and stand behind quality-assurance standards for the design and installation of high-performance sound and video systems. This brings value, consistency, and quality performance to each and every location within a store chain, and most importantly it guarantees the entertainment has the desired affect on the environment.
- *Exceptional Customer Service* — From music and video programming to systems engineering and customer support, the PlayNetwork is passionate about delivering creative entertainment solutions that satisfy real customer challenges. Everything PlayNetwork does revolves around a centralized service program for rapid, accurate, and service that's tailored to individual account needs.