



# News Release

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*FOR IMMEDIATE RELEASE*

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## Nightlife Music Systems Wins Product of the Year Award ScreenPlay Debuts Nightlife Music Systems at LDI

**SEATTLE** – ScreenPlay, Inc., the nation's leading provider of visual imaging content for businesses, today announced Nightlife Music Systems recognition as 'Best Video Product' by Club Systems International. ScreenPlay was presented with the annual award in April 2003 because of Nightlife's unique capabilities in enhancing the hospitality marketplace. Nightlife was nominated in March 2003 as best video product and competed against international leaders including Sony and Hitachi. An independent panel of judges staffed with club industry pros selected winners.

Nightlife was recognized as a comprehensive music video and advertising system, offering digital music video and promotions through one state-of-the art computer system. Nightlife blends music video entertainment with tailored advertising messages for a truly dynamic atmosphere. Backed by a strong research and development division, Nightlife provides the ultimate in operational efficiency, along with superior digital quality and complete asset control. With more than 4,000 titles to choose from, Nightlife can seamlessly mix over 200 hours of music video with branded promotions, all at the touch of a button.

For over 13 years, ScreenPlay has provided customized audiovisual solutions to hospitality businesses, helping them to brand and market themselves as well as heighten sales efforts with video. Nightlife gives hospitality operators the tools they need to design custom environments in support of demographic and lifestyle market segments.

Nightlife provides unique capabilities for businesses to communicate entertainment, promotional and branded messages to highly targeted audiences. Hospitality operators have a great opportunity to create dynamic environments that will most certainly entertain almost any audience. (Mark Vrieling, CEO, Founder – ScreenPlay, Inc.)

Nightlife Music Systems was launched in Australia over a decade ago. After receiving remarkable acceptance in the international hospitality marketplace including Australia and New Zealand, Nightlife continues to capture the attention of hospitality providers across the United States. To commemorate Nightlife's launch and recognition, ScreenPlay will be holding a celebration at Seattle's Experience Music Project this November. Experience Music Project is a one-of-a-kind music museum combining interactive and interpretive exhibits to tell the story of the creative, innovative and rebellious expression that defines American popular music.

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EMP's Liquid Lounge provides a dynamic atmosphere and has been entertaining patrons with Nightlife since March 2002. There, ScreenPlay will demonstrate the state-of the-art computer system, Nightlife that enhances hospitality environments worldwide.

**About ScreenPlay, Inc.**

Founded in 1989, ScreenPlay, Inc. designs and produces customized audiovisual solutions for the retail, hospitality and business services markets as well as online content providers across North America. ScreenPlay offers complete video solutions including custom programming, advertising, streaming video and digital signage. Located in Seattle, Washington, ScreenPlay operates a state-of-the art video production house. With the strongest label relations in the industry, the company receives virtually every release from the major and independent record labels as well as full service from movie studios and game manufacturers. Corporations such as Amazon.com, CompUSA, Journeys and Foot Action partner with ScreenPlay to deliver the most effective video solutions.

For more information about ScreenPlay, Inc., access the company's website at [www.screenplayinc.com](http://www.screenplayinc.com) .

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