



News Release

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FOR IMMEDIATE RELEASE

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Nightlife Music Systems Nominated - Best Video Product Award Tailored system gives hospitality establishments an award-winning atmosphere

SEATTLE – ScreenPlay, Inc., the nation's leading provider of visual imaging content for businesses, today announced Nightlife's nomination for best video product award by Testa Communications. After great success in the Australian and New Zealand hospitality marketplaces, Nightlife entered North America in early 2002 and has received prominent recognition; LDI, the entertainment technology show, also endorsed Nightlife Music Systems in October 2002 with a product of the year nomination. Nightlife has a proven track record and has quickly become the standard for business delivery of music video entertainment and promotional strategies around the globe.

Testa Communications has dominated the media trade industry for over 20 years by producing high quality media products reaching more than 100,000 sound and image professionals every month. A recognized publisher of industry leading magazines, Testa recognizes Nightlife's unique capabilities in the March issue of Club Systems International.

Nightlife is essentially MTV in a box that puts programming and advertising control at the venue's fingertips. A comprehensive music video and advertising system, Nightlife offers digital music video and promotions through one state-of-the art computer system 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.

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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 entertain almost any targeted audience. (Mark Vrieling, CEO, Founder – ScreenPlay, Inc.)

ScreenPlay will demonstrate the state-of-the-art computer system, Nightlife, at the Nightclub & Bar Show in Las Vegas Nevada March 25-26, 2003. Attendees are invited to visit the Nightlife team at the Las Vegas Convention Center, Booth #'s 2028 and 2030 to discover how Nightlife 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 .

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