



News Release

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FOR IMMEDIATE RELEASE

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ScreenPlay Debuts Nightlife Music Systems at LDI

Tailored system gives hospitality establishments a dynamic atmosphere

SEATTLE – ScreenPlay, Inc., the nation's leading provider of visual imaging content for businesses, today announced the successful national launch of Nightlife Music Systems. Nightlife made its debut performance at LDI on October 18, 2002 and has quickly become the standard for business delivery of music video entertainment and promotional strategies worldwide.

Nightlife, a comprehensive music video and advertising system, offers 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.)

To commemorate Nightlife's launch, 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. 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.

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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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