



# News Release

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*FOR IMMEDIATE RELEASE*

**CONTACT:**

Mark Vrieling  
1630 – 15<sup>th</sup> Avenue West  
Seattle, WA 98119  
(206) 625-9901

## **ScreenPlay is Chosen as Exclusive Streaming Provider for Fullplay Media Systems**

**Streaming Media Solutions Enhance Retail Environments**

**SEATTLE** – ScreenPlay, Inc., the leading provider of audiovisual solutions for businesses across North America, today announced that through an agreement with Fullplay Media Systems, Inc., they have successfully launched as Fullplay's exclusive streaming media provider.

ScreenPlay will provide streaming video content for delivery via Fullplay's Interactive Merchandising System (IMS), a breakthrough solution for in-store audio and video preview. IMS is a powerful new solution for in-store sampling and previewing of CDs, DVDs, and video games. The Fullplay server software distributes content from a central location, and gives retailers tools to design custom preview experiences in support of specific promotions and initiatives.

"Fullplay's goal is to provide a complete solution for retailers who want to use multi-media technology to increase sales and build customer loyalty," said Dennis Tevlin, Fullplay CEO. "By partnering with Screenplay, we are able to extend our IMS offering to include high quality video content as well as the hardware and software to play it."

ScreenPlay's complete streaming media service supports businesses with content management capabilities and delivery mechanisms to market video content in-store and over the Web. ScreenPlay's integrated streaming solutions allow businesses the necessary control over streaming theft, content, as well as the viewer experience.

Video provides unique capabilities for businesses to communicate merchandising, branding and other visual messages to targeted audiences. Our relationship with Fullplay provides a great opportunity to enhance retail environments and increase buyer conversion rates. (Mark Vrieling, CEO, Founder – ScreenPlay, Inc.)

ScreenPlay's content streaming solutions were introduced to market in October 2000 and have quickly become the standard for delivery of streaming entertainment. ScreenPlay's ability to integrate streaming technologies with current business infrastructures has proven to be a significant competitive advantage in the streaming services market.

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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](http://www.screenplayinc.com) .

**About Fullplay Media Systems, Inc.**

Fullplay is a leading designer of embedded software and hardware solutions for the converging Internet, digital media, entertainment and consumer electronics markets. Fullplay is headquartered at 12600 SE 38th, Suite 150, Bellevue, WA 98006, USA. Fullplay is listed on the OTC.BB under the symbol "FPLY" and can be reached on the web at [www.fullplaymedia.com](http://www.fullplaymedia.com).

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