



News Release

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ScreenPlay is Chosen as Exclusive Video Provider for the Monte Carlo Resort & Casino

Tailored Nightlife system gives hospitality establishments a dynamic atmosphere

SEATTLE – ScreenPlay, Inc., the nation's leading provider of visual imaging content for businesses, today announced that through an agreement with the Monte Carlo Resort & Casino, they have successfully launched as the Monte Carlo's exclusive video provider. Nightlife, a comprehensive music video and advertising system provided by ScreenPlay, made its national debut performance in March 2002 and has quickly become the standard for business delivery of music video entertainment and promotional strategies worldwide.

Nightlife enhances the Monte Carlo with 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. With more than 5,000 titles to choose from, Nightlife can seamlessly mix over 400 hours of music video with branded promotions, all at the touch of a button.

The Monte Carlo is a first-class resort and casino located in Las Vegas, Nevada that features a variety of activities. Nightlife gives the Monte Carlo the tools they need to design a custom environment in support of their unique demographic and lifestyle market segments.

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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