



# News Release

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*FOR IMMEDIATE RELEASE*

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## **ScreenPlay's Streaming Debut Wins Aberdeen Award, 2001** Customized Streaming Strategies Enhance Corporate Business

**SEATTLE** – ScreenPlay, Inc., the leading provider of audiovisual environments for businesses across North America, today announced receipt of the Aberdeen Group 'Top Ten Streaming 2001' award.

ScreenPlay's streaming media service supports content providers in the motion picture industry with content management capabilities and delivery mechanisms to market movie trailers over the Web. ScreenPlay's streams provide the ultimate in content security, along with digital quality including smooth motion, sharp images, true color and full sound.

Aberdeen Group is a leading information technology market analysts and positioning services firm. Aberdeen awarded ScreenPlay's streaming services for best exemplifying recognized business value, proven vendor success and innovation. Quantifiable business benefits to both the customer and the end user, successful and profitable deployment objectives, and innovative streaming solutions were all critical standards utilized to select the 2001 streaming media winners.

ScreenPlay's content streaming solutions were introduced to market in October 2001 and have quickly become the standard for delivery of streaming entertainment. Current customers and target markets include corporate entertainment providers, movie content providers and retailers across North America.

For over a decade, ScreenPlay has provided customized video market solutions for the retail, hospitality and business services markets across North America. Complete digital solutions offered include custom programming, advertising, streaming video and signage. ScreenPlay's integrated streaming solutions will allow businesses the necessary control over streaming theft, content, as well as the viewer experience.

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The ScreenPlay group recognizes the value in brand investment; we are committed to supporting company brands and merchandising initiatives. ScreenPlay provides a bridge between studios and online businesses that realize the value in entertainment. Businesses have the opportunity to extend their brands into virtually millions of residences and businesses worldwide. (Mark Vrieling, CEO, Founder – ScreenPlay, Inc.)

ScreenPlay's strict security, quality and content management standards assure a consistent and positive experience for both the company and the end-user, the viewer. ScreenPlay's ability to integrate streaming technologies with current business infrastructures has proven to be a significant competitive advantage in the streaming services market.

ScreenPlay's seamless streams, leveraged from a vast content archive, are delivered in all popular and advanced formats available today. With the strongest content relations in the industry, ScreenPlay receives full service from movie studios and game manufacturers; the enormity of content ensures the delivery of unique and fresh programming.

**About ScreenPlay, Inc.**

ScreenPlay, Inc. designs and produces customized video market solutions for the retail, hospitality and business services markets across North America. Since 1989, the ScreenPlay group has created compelling audio-visual programs; the company's programs do more than entertain - they communicate the essence of corporate brands, promote products and services, evoke emotion and build lasting customer relationships. The company offers complete digital solutions including custom programming, advertising, streaming video and 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. The enormity of content enhances ScreenPlay's customized video strategies in support of the retail, hospitality and business services markets. 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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