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Muzak Launches New Customizable Music Product

Encompass LE2 Delivery System Lets Businesses Customize In-Store Music and Messaging Experience Online

Charlotte, NC – Today, Muzak announced the latest in a series of innovations in its digital music delivery technologies, Encompass LE2. This music and messaging delivery system, which combines the speed and quality of satellite delivery with the flexibility of an online management system, is the industry's first solution that allows businesses to create a highly customized music and messaging experience via the Internet. More information is available at http://www.music.muzak.com/why_muzak/control/.

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"Business owners and managers, especially in small business settings, can't always be at work," said Bob Finigan, vice president of product and marketing for Muzak. "And now you don't have to be on-site to get the most from your music and messaging. Encompass LE2 allows users to customize their in-store experience in a tremendous number of ways from home, while traveling...anywhere they can get an Internet connection," Finigan said.

Some of Encompass LE2's customizable music and messaging features include:

- Unlike broadband delivery, Encompass LE2 receives instant updates to music 24 hours per day.
- Music program selections can be changed instantly online, from anywhere.
- Users can create multiple zones of music throughout their business space.
- Music can be scheduled to play at different times of day, according to the mood and energy of the business environment.
- Encompass LE2 combines music with in-store messages and advertisements that are customized for a business's brand, on one receiver.
- Users can upload and schedule their own in-store messages, and make changes at any time.
- Users with multiple business locations can schedule music and messaging for business types, regions, promotions or other important criteria.
- Built-in back-up music ensures 100% uptime during inclement weather.
- Users can view "What's Playing Now" for any music program, including current song and most recent playlist.

Muzak's program offering includes more than 90 business music experiences that are created by a team of 15 highly creative Audio Architects, who together have more than 130 years of experience in the music industry. To learn more about Encompass LE2's music and messaging capabilities, please visit <http://solutions.muzak.com/online1/>.



About Muzak

As a leading provider of business music, Muzak creates experiences that reach more than 100 million people daily. Some of the biggest brands in business, from Ann Taylor to AT&T to McDonald's, work with Muzak to enhance their brand image in hundreds of thousands of client locations. Muzak creates a wide variety of core and custom music experiences for clients around the world. Muzak creates custom on-hold and in-store voice messages, and designs and installs professional sound systems, commercial television, drive-thru systems, digital signage, soundmasking systems and more through its national network of sales and service locations. For more information, visit www.muzak.com.

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