

**FOR IMMEDIATE RELEASE**

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## Muzak Announces First Clients Of New Custom Music Solution

### Elements Custom Music Solution to be Available Nationwide in Q2

Charlotte, NC — For many years, Muzak has created custom music experiences for the world's most admired national and global brands. Today, Muzak announced that the company plans to offer a new custom business music solution, and has launched the product in a pilot program with nine industry-leading retail, restaurant and hospitality clients.

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The custom music solution, called Elements, offers competitive pricing for local and regional clients, at several increasingly dynamic and flexible service levels that allow businesses to choose background music from every genre, era and style imaginable.

"Every brand deserves custom music," said Bob Finigan, vice president of product and marketing for Muzak. "And now, creating the perfect music program for your customer experience is more interactive, more effective and more affordable than ever before," said Finigan.

The Elements pilot program clients include **The Mall of America** (Minneapolis, MN), **The North Face** (locations nationwide), **InterContinental Hotel** (Milwaukee, WI), **Ritz-Carlton, Buckhead** (Atlanta, GA), **131 Main** (Charlotte, NC), **Georges at the Cove** (La Jolla, CA), **Hoggy's** (locations in Ohio and Kentucky), **LaRosa's Pizzeria** (locations in Ohio, Kentucky and Indiana) and **Natty Greene's Brewing Company** (Greensboro, NC).

Muzak plans to offer the Elements custom music solution nationwide, beginning in the second quarter of 2008. More information is available at a product-specific Web site, <http://solutions.muzak.com/newcustommusic>, and additional announcements are planned in the coming weeks.

#### 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 background 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](http://www.muzak.com).

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