



January 10, 2008

## **Private Label Radio Taps Media Services Veteran Craig Carman as SVP of National Sales**

PASADENA, Calif.--(BUSINESS WIRE)--Private Label Radio, a division of DMI Music & Media Solutions that delivers customized in-venue audio programming to reinforce brand identity, announced today that Craig Carman is joining the company as senior vice president of national sales.

Carman brings to DMI more than 15 years of experience in music and media services and audio and video systems integration. He joins Private Label Radio after nine years with PlayNetwork, where he directed significant growth in developing and strengthening the company's North American sales team.

"As we pursue aggressive growth plans this year, Craig's track record of success in building and growing sales organizations will serve our company well," said Hal Stiles, general manager of Private Label Radio. "We're delighted to welcome Craig to the DMI team, where his experience in marketing innovative media solutions technology and his passion for providing unparalleled overall customer experiences aligns perfectly with our culture."

At Private Label Radio, Carman will oversee the company's national advertising team, focusing on increasing advertising revenue and building DMI's leadership position within the retail in-venue music industry. DMI's Private Label Radio division currently provides customized audio programming to dozens of leading national brands and retailers including Build-A-Bear Workshops®, Subway Restaurants, Fossil and McDonald's.

Prior to working for PlayNetwork, Carman served as manager of business systems at BOSE Corp., where he oversaw sales, design, project management and systems integration on high-profile accounts such as Disney Stores, CompUSA, Urban Outfitters and PAC SUN.

"The market is ready for something different and Private Label Radio has the technology and creative assets in place to fill that missing gap," Carman said. "I am delighted to join such a talented creative team."

## About Private Label Radio

Private Label Radio, a division of DMI Music & Media Solutions, delivers customized in-venue programming to reinforce brand identity using major and independent label artists as well as brand messaging recorded in its world-class studios to create targeted radio channels.

## About DMI Music & Media Solutions

DMI Music & Media Solutions develops and executes comprehensive music branding strategies using the emotional power of music, interactive media, and non-traditional distribution channels to connect brands to consumers. DMI works with brands to create their soundDNA® — the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures.

DMI uses audio CDs, Enhanced-CDs, CRM, interactive web and mobile initiatives, and experiential marketing campaigns to break through to media-savvy consumers for clients such as 7UP, AARP, Build-A-Bear Workshop, General Mills, McDonald's, Nestlé Purina, Procter & Gamble, Subway, Target, Toyota, United Airlines, and Victoria's Secret.

DMI's tightly integrated divisions deliver "360-degree" branding capabilities including: music branding strategies (DMI Music Branding Group); in-venue audio and video programming (Private Label Radio); full-service recording and audio post facilities (Firehouse Recording Studios); the largest independent music library in the nation for television, film, and commercials (5 Alarm Music); an award-winning interactive design studio (Big Rig Interactive); and promotional music CDs (Disc Marketing). DMI is located in picturesque Old Town Pasadena, where its unique and charming campus resides in the historic 1889 Firehouse and Livery buildings. [www.dmimusic.com](http://www.dmimusic.com)