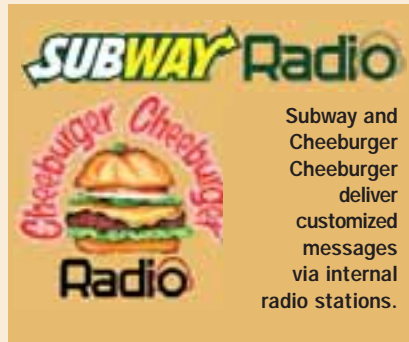


## Subway, Cheeburger Cheeburger Add Custom Radio Networks

Restaurant chains are always in search of new ways to consistently communicate promotions and new menu items to customers. They have similar requirements when delivering human resources and training announcements to employees. Both Subway and Cheeburger Cheeburger are solving these issues with an audio server and software-management system equipped to broadcast customized programming.

Both chains are broadcasting brand-specific radio networks with the help of Antex Electronics, Torrance, Calif., and Private Label Radio (PLR), based in Pasadena, Calif., a division of DMI Music & Media Solutions. The restaurant chains are working with PLR to create audio content tailored for each of their brands. This audio data includes in-store music, promotional messages, crew training and other corporate com-



munications. Then each chain's restaurant is outfitted with a Media Director 2 (MD2) audio server and software-management system from Antex.

MD2 downloads content and playback instruction, then content is stored into the unit's 40 GB hard drive. Based on preset playback details, MD2 plays the audio content.

Subway added "Subway Radio" in Los Angeles in February. Today, Sub-

way Radio is heard in more than 300 locations across Los Angeles as well as in 30 states nationwide.

"To have Subway messages in-store with a good blend of music is pretty exciting," said Subway restaurant owner Mark Leonard, San Francisco. "The folks from PLR made it incredibly easy to establish the right atmosphere for all who come in our doors."

Bob Wright, director of marketing for the Fort Myers, Fla.-based burger chain, agreed, saying, "Our 'Cheeburger Radio' is a key marketing tool because it brings the customer valuable information about new menu items, specials and promotions."

Cheeburger Cheeburger launched Cheeburger Radio in May, and planned to launch an employee communication platform last month, according to Rob Walker, PLR general manager.

## Private Label Radio Launches Brand-Specific Radio Network for SUBWAY(R) Restaurants

[ PR Newswire · 2006-07-17 ]

### **SUBWAY(R) RADIO reinforces the SUBWAY(R) Brand and Messaging; Delivers Consistency of Music at SUBWAY(R) Restaurant Locations Nationwide**

PASADENA, Calif., JULY 17 /PRNewswire/ -- Private Label Radio (PLR), a division of DMI Music & Media Solutions, launched SUBWAY(R) RADIO, an exclusive in-store radio network featuring customized music and messaging for SUBWAY(R) restaurants, it was jointly announced by Tena Clark, founder and CEO/Chief Creative Officer of DMI, and Dennis Clabby, Vice President of Purchasing at IPC, the independent purchasing Co-Op for SUBWAY(R) restaurants. The program is currently installed in 30 states nationwide.

SUBWAY(R) RADIO comprises a unique blend of targeted branding, music and messaging customized exclusively for SUBWAY(R) restaurants. Through its proprietary Integrated Content System (ICS), and its extensive stable of music industry experts and music branding strategists, PLR worked with SUBWAY(R) restaurants to create programming that features an extensive playlist of hand-selected music, screened to ensure appropriate content and consistency with the SUBWAY(R) lifestyle. The music is punctuated by commercials from SUBWAY(R) restaurant's national ad campaigns and messaging that highlights current in-store promotions, regional events, upsell items and store services such as catering.

"DMI has always advocated the use of music as a powerful tool to connect customers with brands," said Clark. "When it is coupled with key messaging as the SUBWAY(R) restaurants have done with the launch of their radio network, there is no stronger way to activate loyalty and reach both customers and employees alike."

SUBWAY(R) RADIO is distributed via the Internet and downloaded automatically in each store location. The system requires no operation or adjustments by restaurant owners or employees.

"The SUBWAY(R) organization is 100% franchise-focused, so we really had to listen to the client to create a product that fit their culture. SUBWAY(R) RADIO brings consistency to the in-store environment by matching on-air promotions to product roll-outs, both on the national level and within individual regional markets. We created a product that we can update nightly of which we are very proud," said Rob Walker, General Manager of PLR.

"Sound plays a critical role in the emotion and atmosphere that our customers feel when they dine at SUBWAY(R) restaurants," said Clabby. "SUBWAY(R) RADIO will enhance the customer experience with programming that can be heard only at SUBWAY(R) restaurants, and is consistent throughout the restaurant chain."

SUBWAY(R) RADIO began its initial rollout in Los Angeles in February 2006, and quickly grew to more than 350 locations in Southern California.

## **About SUBWAY(R)**

The SUBWAY(R) restaurant chain is the world's largest submarine sandwich franchise, with more than 26,000 locations in 84 countries. It has surpassed McDonald's in number of locations in the United States, Canada and most recently, Australia and New Zealand. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Brisbane, Beirut, Miami and Singapore, the SUBWAY(R) chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership, which continues to this day, marked the beginning of a remarkable journey -- one that made it possible for thousands of individuals to build and succeed in their own business. The SUBWAY(R) brand was ranked the number one franchise opportunity in "Entrepreneur" magazine's 2006 Franchise 500 listing. This marks the 14th time in 18 years that the chain has achieved this honor. For more information about the SUBWAY(R) chain, visit [www.SUBWAY.com](http://www.SUBWAY.com). SUBWAY(R) is a registered trademark of Doctor's Associates Inc.

## **About Independent Purchasing Cooperative (IPC)**

IPC is an independent SUBWAY(R) franchisee-owned and -operated purchasing cooperative. IPC's goal is to implement purchasing and distribution programs that help build a competitive environment for SUBWAY(R) franchisees. Working under the direction of the franchisee Board of Directors, IPC's management team carefully selects strong trading partners and manages the risks inherent to the costing and distribution of products in the food service industry. IPC's mission is to negotiate the lowest cost for purchased goods and services, improve quality, enhance competitiveness and ensure the best value to SUBWAY(R) franchisee members and their customers. For more information, visit [www.ipcoop.com](http://www.ipcoop.com).

## **About Private Label Radio**

Private Label Radio (PLR), a division of DMI Music & Media Solutions in Pasadena, CA, delivers fully-customized music and message programming created specifically to reinforce a brand's identity. Through its proprietary Integrated Content System (ICS), and drawing on its extensive stable of music industry experts and music branding strategists, PLR develops brand-centric music programming using major label and independent label artists. Additionally, PLR crafts engaging, entertaining, and award-winning content in its own world-class recording studios. The exclusive music, messaging, and crew training can be programmed in virtually every language and genre and is designed to create new revenue streams for its clients through co-op ads, sponsorships, and label partnerships. Executed across multiple channels including in-store, in-venue, in-theatre, and in-flight, Private Label Radio's ICS delivers exact scheduling and messaging by day part which can be targeted nationally, by region or store level, and provides one of the most seamlessly updateable, and upgradeable audio platforms in the industry. [www.privatelabelradio.com](http://www.privatelabelradio.com)

## **About DMI Music & Media Solutions**

Founded in 1997 by award-winning producer/songwriter Tena Clark, DMI Music & Media Solutions (formerly Disc Marketing) develops and executes comprehensive music branding strategies and programs 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(TM) -- the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures. DMI's unique music branding strategies and creative executions -- audio CDs, Enhanced CDs, CRM, interactive web and mobile initiatives, experiential marketing campaigns, and promotions -- use effective and measurable media and distribution alternatives to create campaigns that break through to today's media-savvy consumers for clients such as Target, Mattel, Procter & Gamble, United Airlines, Toyota, Build-A-Bear Workshop, McDonald's, 7UP, Nestlé Purina, General Mills, SUBWAY, and Victoria's Secret. DMI comprises five fully integrated divisions providing additional services including: production music for television, film and advertising (5-Alarm Music), full-service recording and audio post services (Firehouse Recording Studios), retail music CDs (DMI Records), promotional music CDs (Disc Marketing), and customized audio programming for in-store, in-venue, in-theater, and in-flight environments (Private Label Radio). DMI's campus is located in the original firehouse and livery buildings in Pasadena, CA, with satellite offices in Detroit and New York. [www.dmiworldwide.com](http://www.dmiworldwide.com)



Posted date: 6/26/2006

## L.A. Firms Helping Subway Create Hoagie Hit Parade

By HILARY POTKEWITZ

LOS ANGELES BUSINESS JOURNAL STAFF

Customers will be able to groove to Subway Radio tunes while they decide whether to go with roast beef or the tuna, thanks to partnerships the giant sandwich chain has struck with two L.A. media companies.

Subway has contracted with Pasadena-based Private Label Radio (PLR), a division of DMI Music & Media Solutions, to provide in-store radio programming. The station will feature adult contemporary music, with some regional preferences (country music in the Southeast, for example), interspersed with Subway commercials. "Between songs you might hear a message about a new chicken sandwich, but the idea is that it's one continuous program," said Rob Walker, general manager of PLR.

PLR also handles in-flight radio programming for Air Force One, Air Force Two, and United Airlines.

Subway tested the program in February in Los Angeles, the chain's largest market with 350 stores, and recently announced it will roll out the program nationwide.

"The folks in the L.A. market were the visionaries," Walker said. "There are those people who just grab a sandwich and run, but this is a reinforcement of their brand. It's about increasing traffic." A Subway customer spends an average of 17 to 20 minutes in the store.

PLR's staff musicologists pick the music and program the shows, which update nightly. The "radio" box, a hard drive that dials into a main server each night to pick up the next days' content, is produced by Torrance-based Antex Electronics. PLR's initial order was for "a few thousand" boxes, according to Antex President Dave Antrim. He's hoping Subway decides to wire its entire chain of 25,000 stores nationwide. "That would bring them into the stratosphere with my largest accounts," Antrim said.



## **HFA Enters Into Licensing Arrangement with DMI'S Digital Background Music Service, Private Label Radio**

May 8, 2006 – The Harry Fox Agency, Inc. (HFA), the premier U.S. mechanical licensing organization, announced today that it has entered into a licensing arrangement with DMI's digital background music service Private Label Radio (PLR). HFA's over 28,000 music publishers have the option of participating in this arrangement. While specific deal terms cannot be released, this is an innovative licensing arrangement with a royalty structure based on a revenue share basis, rather than a fixed rate.

PLR is a premier provider of brand-specific, customized audio content for in-store use with current customers in retail environments, restaurants, financial institutions, and the hospitality industry. PLR delivers recorded music over the Internet to be played over the audio and phone systems of its commercial clients. PLR's subscribers are able to choose among pre-established playlists of songs and download the selected playlists to the secure local storage units for playback in their establishments.

"Digital background music licensing is an important area of growth for HFA, and we're pleased to be able to offer this arrangement with DMI's Private Label Radio to our affiliated publishers," said Lauren Apolito, VP Business Development for HFA. "Our improved infrastructure means we can now administer non-traditional rate structures, provide flexibility in our licensing arrangements and offer our publishers more options."

"The faster and easier it is for us to clear rights, the more music we can offer to our Private Label Radio clients," said Tena Clark, Founder and CEO/Chief Creative Officer of DMI. "HFA's electronic licensing program will allow us to manage our licensing needs efficiently."

### **About HFA**

Established in 1927 by the National Music Publishers' Association, HFA represents over 28,000 U.S. music publishers for their mechanical licensing needs, issuing licenses and collecting and distributing royalties. HFA also provides collection and monitoring services to its U.S. publisher clients for music distributed and sold in over 75 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see [www.harryfox.com](http://www.harryfox.com).

### **About DMI**

Founded in 1997 by award-winning producer/songwriter Tena Clark, DMI Music & Media Solutions (formerly Disc Marketing) develops and executes comprehensive music branding strategies and programs 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's unique music branding strategies and creative executions— audio CDs, Enhanced CDs, CRM, interactive web and mobile initiatives, experiential marketing campaigns, and promotions— use effective and measurable media and distribution alternatives to create campaigns that break through to today's media-savvy consumers. DMI comprises five fully integrated divisions providing additional services including: production music for television, film and advertising (5-Alarm Music), full-service recording and audio post services (Firehouse Recording Studios), retail music CDs (DMI Records), promotional music CDs (Disc Marketing), and customized audio programming for in-store, in-venue, in-theater, and in-flight environments (Private Label Radio). DMI's campus is located in the original firehouse and livery buildings in Pasadena, CA, with satellite offices in Detroit and New York. [www.dmiworldwide.com](http://www.dmiworldwide.com)

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