

# PLAYLISTCONNECT

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## PLAYLIST CONNECT ANNOUNCES NO MEMBERSHIP FEES FOR VALUE ADDED RESELLERS

Partnership Network Rapidly Expanding For Growing Businesses

**Pasadena, California** – [Playlist Connect](#), a leading audio content delivery platform announced today that it is now expanding their Value Added Reseller (VAR) network and promoting no membership fees. Playlist Connect provides resellers and their business customers within the In-Store and On Hold markets a combination of powerful management tools with real-time delivery of music and messaging.

“It is an easy win-win for our dealers, and a great way for them to increase their monthly revenue,” said Playlist Connect executive John Osborn. “Our dealers join the network with no membership cost or annual fee. Once our end-users experience how turn-key it can be to get licensed, legal music playing in their retail locations, the product sells itself. Plus, it’s a free and easy way for our VAR’s to add an additional revenue stream to their bottom line.”

Playlist Connect is the industry’s leading next generation solution for a network of turn-key diverse music and messaging with available features such as

- In-store overhead music
- Music on hold
- Custom music playlists
- Dayparting
- Program blending
- Licensing fee coverage
- Digital signage
- Strategic marketing and sales support
- Messaging, and more

Coined as “Smarter than streaming,” the state-of-the-art hardware can be set up in minutes, and is capable of automatic firmware and software upgrades. The service also includes built-in diagnostics and live reporting.

The VAR network has reported Playlist Connect as not only a primary music solution, but also as a way to expand their own personal business by increasing monthly revenue, all without membership fees.

**About Playlist Connect**

Playlist Connect is a music offering developed for the reseller market. Playlist Connect was developed and branded by [DMI Music](#). DMI develops and executes comprehensive music branding strategies and programs using the emotional power of music to connect brands to consumers. DMI Music offers custom campaigns and creative executions that break through to today's media-savvy consumers for clients such as Walgreens, Build-A-Bear Workshop, National CineMedia, Kohl's, AARP, United Healthcare, General Mills, Christopher & Banks, and more. For additional information, visit <http://playlistconnect.com>

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