

From Dining Table to Web, Chili's Uses Music to Deliver a Spiced-up Experience

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PlayNetwork delivers web radio programming to help extend popular Chili's brand with custom music for customers to enjoy anywhere

PlayNetwork, a global leader in providing signature media experiences for businesses, announced today it has expanded its work with Chili's Grill & Bar to include custom web radio. Chili's, the flagship brand of casual dining leader Brinker International (NYSE: EAT), operates more than 1,400 locations in 24 countries. PlayNetwork also provides custom in-store music programming for Chili's globally.

Accessible via the 'Fun' section of the Chili's Grill & Bar website, the new Chili's Radio Network features new artists, great hits and contemporary music designed to 'Pepper In Some Fun' throughout a listeners' day, wherever they are. While in-restaurant music is programmed for specific times of day and customized for restaurants by location, the far-reaching nature of web radio gives Chili's the ability to help listeners discover new music by supplementing its playlists with unique, lesser known tracks and artists.

'We have received positive reviews from our guests and team members on our music. We challenged PlayNetwork to present some creative new ways to engage our guests and extend the energy of the brand to our online environment,' said Krista Gibson, senior vice president of brand strategy for Chili's Grill & Bar. 'What we got is a web radio network that mirrors the energy of our restaurants.'

'Chili's has always been progressive in its use of music, and the expansive playlist fits perfectly with the bold atmosphere and menu,' said Craig Hubbell, executive vice president of Media Services, Sales and Marketing for PlayNetwork. 'Web radio is an ideal platform for taking that restaurant experience and putting it in front of customers at home, at work, or wherever they access the Internet. PlayNetwork is proud to partner with Chili's in helping build an even deeper connection with their loyal patrons.'

PlayNetwork is the only signature media services provider for business offering a full suite of brand-specific music promotional programs including podcasts, web radio, compilation CDs, digital downloads and artist promotional offers.

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