

FOR IMMEDIATE RELEASE

**LEADING SENSORY BRANDING AND TECHNOLOGY COMPANIES
NAMED APPROVED MUSIC SUPPLIERS FOR AVENDRA**

***Prescriptive Music and PCM Technologies Land Coveted Vendor
Placement;***

Also Named Music Suppliers for Marriott International in Separate Deal

Los Angeles, CA January 15, 2008 – Prescriptive Music, one of the nation's leading music branding and consulting companies and PCM Technologies, the leading provider in on-demand music technology, today announced that they have been chosen by Avendra, the hospitality industry's largest procurement services company, as approved music providers. As part of this joint deal, Prescriptive Music and PCM Technologies now become the preferred music supplier and programmer option for more than 4,500 of the leading hospitality industry clients, including Marriott International (and all their brand properties), Intercontinental Hotels Group, Hyatt Hotels and Resorts, Wyndham Hotels and Resorts, HMS Host and others.

The deal includes PCM Technologies' custom background music system offering, MUSICbox, allowing each client to work closely with Prescriptive's music programmers to select *what to play and when to play it*. The MUSICbox, by PCM, is easily integrated into the majority of existing audio architecture and can simultaneously produce different custom content in all areas of the hotel including the lobby, health club, restaurant, pool, meeting spaces and more. Although there are many exciting characteristics of this joint offering, current clients appreciate the flexibility of a PC based music system and the simplicity that it offers when it comes to adding and deleting tracks from their play list.

"Avendra's selection of Prescriptive Music and PCM Technologies further validates our compelling products and services that many of the nation's leading hotels, restaurants and spas have come to rely on," stated Allen Klevens, chief executive officer, Prescriptive Music. "We are thrilled to be selected for this highly coveted position, an opportunity that will now allow us to introduce Prescriptive Music to an even wider audience."

Today's announcement signals the latest milestone in Prescriptive Music's increased stature across the hospitality branding industry, marking eight straight quarters of double digit growth. The selection of Prescriptive Music by Avendra helps cement the company's leadership status of what has become an increasingly competitive space.

- more -

Prescriptive Music/Page 2

"We are very excited about this new relationship. Prescriptive Music's use of music as an innovative branding tool will be greatly valued by our customers," stated Asaf Kahn, director, Strategic Contracting for Avendra. "There are a number of companies working in this category; however, Prescriptive Music and PCM Technologies clearly have demonstrated a strong leadership position and unmatched commitment to a high quality product and unwavering commitment to customer service."

Prescriptive Music also announced in a separate deal that Marriott International has selected them as their sole custom music programmer and PCM Technologies as the sole background music technology provider across 375 of their hotels throughout the United States and Canada.

"We were looking for a music programmer that could meet the high demand and criteria of the Marriott brand," said Paul Rossi, brand executive, Marriott International. "Prescriptive Music has the ability to not only service hundreds of our locations, but provides a unique product that helps elevate our guests overall experience."

The initial roll out will include Prescriptive's programming and PCM Technologies' MUSICbox throughout Marriott, Renaissance and JW Marriott hotel's "great room" space and continue throughout the majority of each hotel in most instances.

Prescriptive Music, launched in 1999, has carved out a sensory branding niche within the hospitality industry. Providing music consulting, MUSICbox by PCM – a custom-built music delivery system, and private-label CDs to major hotels, restaurants, spas and other related businesses, Prescriptive Music helps its clients distinguish their customer's experience through the power of music. In an age of numerous consumer options, maintaining a competitive edge and differentiated customer proposition is the goal of all businesses. Prescriptive Music helps its clients achieve that goal.

For more information on Prescriptive Music, please visit www.rxmusic.com.

About Prescriptive Music

Prescriptive Music is one of the nation's leading music branding and consulting companies.

Headquartered in Los Angeles, California, the company has helped pioneer the increasingly-popular use of 'sensory branding' – leveraging the emotional and powerful effect of customized music to build customer loyalty and brand differentiation. Prescriptive Music works with major hotels, restaurants, spas and retailers to develop personalized music branding that help them attract and retain customers. Through innovative private label CDs, the state-of-the-art MUSICbox by PCM, and music consulting; the company connects brands with consumers on a meaningful and enduring level.

Prescriptive Music has been called upon by some of the most well known hospitality industry leaders, including: Marriott, Four Seasons, Ritz Carlton, Intercontinental Hotels, Harrah's, MGM, Wolfgang Puck Fine Dining Group, Canyon Ranch and Noble House Resorts.

About PCM Technologies

PCM Technologies is the leading provider of customized, on-demand music delivery solutions. With its innovative delivery system, MUSICbox, PCM Technologies has revolutionized the medium used by the hospitality industry to appeal to clientele by providing unprecedented control and flexibility for businesses. Headquartered in Concord, Ontario, with a regional office in Chicago, PCM is a single source solution provider encompassing all aspects of audio architecture; uniting music and sound system design. For more information on PCM Technologies, please visit www.PCMusic.ca.

About Avendra

Avendra is North America's leading procurement services company serving hospitality-related industries. Avendra customers gain access to contracts leveraging \$2.5 billion of annual purchases, expert advisory services and in-depth purchasing data and analysis. Through Avendra, customers obtain substantial savings on their purchases and other value added services to improve their operations and bottom line results. Formed in 2001, the company is headquartered in Rockville, MD and has regional offices throughout the United States and Canada. For more information, please call toll free, (866) AVENDRA, visit www.avendra.com, or email inquiries to info@avendra.com.

###

Media Contact

Jonathan Cutler

Verse Strategic Communications

818.981.3023

jonathan@verseinc.com