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News

For Immediate Release

Industry News

TOUCHTUNES TO ROCK VISITORS AT 2007 AMOA EXPO

Announces Line-up of Special Events for Las Vegas Show

NEW YORK, N.Y., Aug. 31, 2007 — TouchTunes Music Corporation, the world leader in digital jukeboxes, has announced a lineup of rock-and-roll-themed special events for jukebox operators and distributors at the Amusement & Music Operators Association's AMOA Expo 2007, September 27–29 at the Las Vegas Convention Center (Booth #3001).

TouchTunes will also have a second exhibit location at the show (Booth #3026), devoted solely to digital-jukebox conversion kits.

“We’re inviting customers to “Be a Rock Star,” says Dan McAllister, TouchTunes’ Senior Vice President for Sales. “They’ll be the center of attention, they’ll have a great time, and with our products and programs, we’ll help them be even bigger ‘guitar heroes’ at their locations.”

Adds Ron Greenberg, TouchTunes’ Chief Marketing Officer and Senior Vice President for Digital Media, “From the moment they step into the booth, show-goers will find exciting new innovations and ideas. And everybody will have a rockin’ good time.”

Celebrating the explosive growth of its industry-largest network of nearly 30,000 touch-screen digital jukeboxes, TouchTunes is inviting all jukebox operators to its entire series of special events and attractions, regardless of whether they’re presently TouchTunes customers.

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For each TouchTunes event they attend, operators will receive raffle tickets for chances to win special-edition TouchTunes “Rock Box” digital jukeboxes, equipped with the new Gen3 operating system for broadband — the only technology on the market that brings the revenue-enhancing power of personal playlists to jukebox locations.

TouchTunes has planned the following series of operator events:

Thursday, September 27

- **“All-Access” Passes and Gift Bags.** 10 a.m. to 5 p.m. Booth #3001. Showgoers begin their rock-and-roll encounter at TouchTunes’ exhibit booth, where they pick up their “All-Access” pass for admission to the company’s events. The first 300 operators who RSVP’d via TouchTunes will receive a free Ogio-brand duffle bag.
- **Air Guitar Demonstration.** 11 a.m. Booth #3001. The “Official Jukebox of US Air Guitar” and sponsor of the entertaining and wildly popular 2007 US Air Guitar Championships, TouchTunes will bring a gust of “airness” to the exhibit floor. “It’s part performance art, part sport, and a hilarious good time for all,” TouchTunes says.
- **Air Guitar Demonstration.** 2 p.m. Booth #3001.
- **Air Guitar Demonstration.** 4 p.m. Booth #3001.
- **Rockin’ After-Hours Party.** 8 p.m. to 11 p.m. Las Vegas Hilton, location to be announced. Following the AMOA’s poolside gala reception, TouchTunes will host a complimentary cocktail reception, with hors d’oeuvres.

Friday, September 28

- **Air Guitar Demonstration.** 11 a.m. Booth #3001.
- **Rockin’ Roundtable Lunch.** Noon to 2:00 p.m. Ballroom B, Las Vegas Hilton. Reservations required.
- **Air Guitar Demonstration.** 4 p.m. Booth #3001.

- **Rockin' Finale.** 7 p.m. to 11 p.m. Ballroom B, Las Vegas Hilton. Open bar, appetizers, and desserts. Fifteen special-edition TouchTunes “Rock Box” digital jukeboxes will be awarded at the Rockin’ Jukebox Giveaway drawing, beginning at 7:30 p.m. Annual operator and distributor awards will be announced. Categories include, among others, Platinum, Gold, and Silver awards for operators with the largest TouchTunes routes, and the second annual awards for operators who are “100 Percent TouchTunes.”

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