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# News

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## **COLUMBUS DISCOVERS TOUCHTUNES' 25,000TH DIGITAL JUKEBOX**

### **Ohio Operator Shaffer Services Installs Milestone Unit in Vintage Location**

COLUMBUS, Ohio, April 26, 2007 — TouchTunes Music Corporation and jukebox operator Shaffer Services have celebrated the installation of the 25,000th TouchTunes digital jukebox at a longtime Shaffer location in Columbus, Ohio.

The companies hosted a party April 25 to unveil the newly arrived Gen 3-powered Allegro jukebox at the Bon-Aire Restaurant & Lounge, a neighborhood institution that's been in business since 1962 and has had a jukebox of one type or another for as long as anyone can remember. "TouchTunes' Gen 3 is the most powerfully-featured software, from the industry's leader," company officials said.

The new unit replaced an older TouchTunes digital model.

Shaffer Services, which owns and operates more than 200 TouchTunes jukeboxes, purchased its first TouchTunes unit in 2000. Prior to that, it had operated CD jukeboxes made by an old-line manufacturer with whom the company had done business for many years.

In a congratulatory letter presented to Andy Shaffer of Shaffer Services, TouchTunes President and CEO Art Matin wrote, "It took vision and courage then to make the leap to digital jukeboxes and to do so with TouchTunes, which was the new kid on the block."

Today, Shaffer Services is one of TouchTunes' largest customers, Matin noted. "Thanks to your finely tuned organization and tireless marketing to locations, your average jukebox route revenues are among the highest of any operator in the industry."

For his part, Shaffer said, "The return on investment from TouchTunes has been absolutely awesome. They've done a great job of innovating and finding creative ways to maximize the amount of revenue the jukebox can generate."

Shaffer added, "We're incredibly excited about the MyTouchTunes.com patron playlists and the other industry-first features that TouchTunes' new technology is making available."

Brad Spurlock, who, with Loraine Culp, has owned the Bon-Aire since the 1980s, said the neighborhood sports bar and restaurant, locally popular for its fresh, home-style American cooking, attracts a wide range of clientele, from young rap-music fans to middle-aged fans of classic rock and country music and even jazz buffs. "The variety of music they play is quite extensive," he said. "The TouchTunes jukebox has worked out wonderfully."

When a digital jukebox first replaced the bar's CD jukebox, Spurlock said some patrons were "gun shy" about the higher price per play, but not any more. "They've gotten over the fact that it's more expensive," he explained. "Everybody's finding music they like. That's why it's worked out so well and why TouchTunes has been such a hit. It's made everybody happy."

Shaffer said the Bon-Aire "has been a very good customer of ours for a very long time. I'm tickled to death that we can bring this kind of celebration to this location."

TouchTunes provides the "ultimate experience" for its operators, location owners, and end-users. By delivering the best-in-class service, sales, support — and an unsurpassed music library delivered through the industry's most innovative technology and marketing capability — TouchTunes offers a true 360-degree Digital Customer TouchPoint™ relationship. TouchTunes

continues to pioneer industry-firsts such as MyTouchTunes.com, a Web site where users can create their own personal playlists for the new generation of broadband jukeboxes.

TouchTunes' online network of 25,000 digital jukeboxes in bars, restaurants, and other establishments throughout North America is the industry's largest, representing a market share of more than 60 percent. To date, its interactive digital jukebox network has played more than 1.6 billion songs. TouchTunes introduced the world's first digital-downloading, pay-per-play commercial jukebox in 1998.

A privately held U.S. corporation, TouchTunes Music Corporation's principal offices are in Montreal, Canada, Lake Zurich, Ill., and New York. The company is backed by VantagePoint Venture Partners, one of the largest venture capital firms in the world with offices in Silicon Valley, New York, and Montreal. VantagePoint has a substantial portfolio of consumer-oriented digital-media companies that complement TouchTunes' growing leadership in out-of-home, interactive entertainment.

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