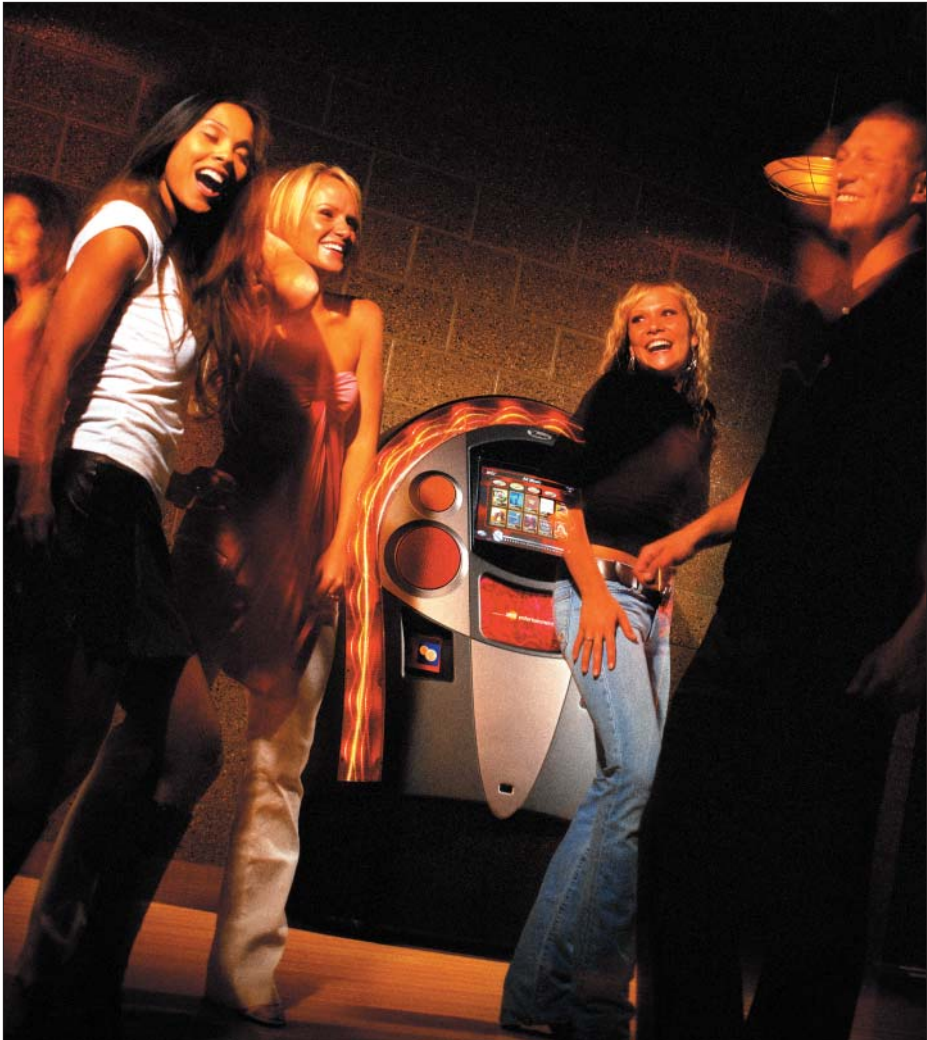
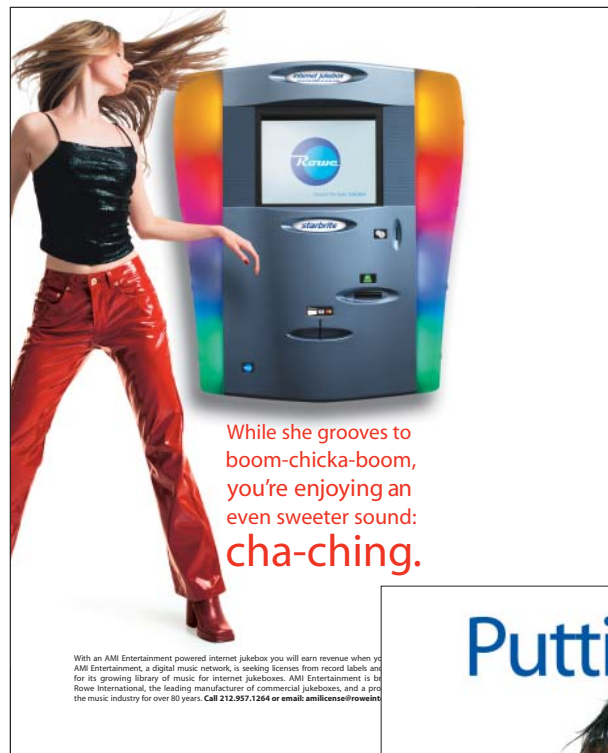


Client Spotlight: Rowe International



Who makes the jukebox at your local watering hole? You probably never looked, but chances are good that it's made by Rowe International. Rowe International has more jukeboxes in more locations than any other manufacturer in the world. They could brag about the breadth of their product line, the quality of their construction, service, distribution network, warranties, whatever, but they didn't get big by making boxes, but through their expertise in entertainment.



While she grooves to boom-chicka-boom, you're enjoying an even sweeter sound: cha-ching.

With an AMI Entertainment powered internet jukebox you will earn revenue when you use AMI Entertainment, a digital music network, to select licenses from record labels and for its growing library of music for internet jukeboxes. AMI Entertainment is by Rowe International, the leading manufacturer of commercial jukeboxes, and a pro the music industry for over 80 years. Call 212.957.1264 or email: amilicense@roweintl.com

Ad soliciting record labels; appeared in Billboard Magazine

Ad launching AMI Entertainment and digital jukeboxes by Rowe International

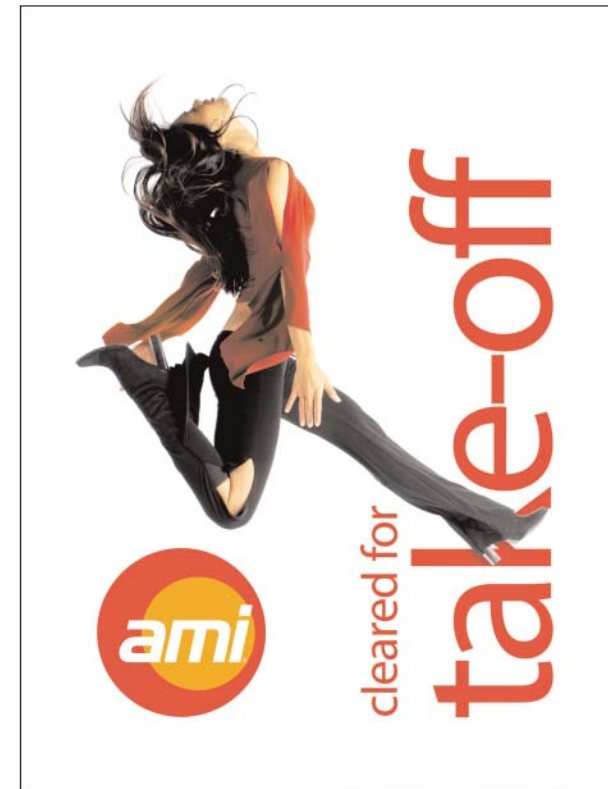


Graphic User Interface design for digital jukeboxes



AMI Entertainment is about the power of choice and self-expression. Music is more personalized and relevant than ever before, and people will pay for that enhanced choice and self-expression. AMI Entertainment provides complete control over options like profiles and allows remote monitoring of usage statistics with unique operator web tools. And with no need to share location information or give up communications control, AMI Entertainment gives operators the most important feature of all: total control.

Who makes the jukebox at your local watering hole? You probably never looked, but chances are great that it's made by Rowe International. Rowe International has more jukeboxes in more locations than any other manufacturer in the world. They could brag about the breadth of their product line, the quality of their construction, service, distribution network, warranties, whatever, but they didn't get big by making boxes, but through their expertise in entertainment.



Teaser ad promoting the launch of AMI Entertainment

Jukebox literature

NiteStar

It goes no better than the NiteStar. This digital downloading jukebox powered by AMI Entertainment is the highest quality machine available anywhere. Giving operators complete control over profiles and options, the NiteStar will blow you away with features like My Song First™, Music On Demand, and Any Song, Any Time™. And with no need to share location information or give up communications control, NiteStar gives operators the most important feature of all: choice.

For more information on the NiteStar, contact your Rowe International distributor.

POWERED BY
ami

- 1.2 GHz processor speed
- Max AE 2011 UTE Bill Acceptor \$1, \$5, \$10, \$20 (700-Bill capacity)
- Quarter coin acceptor
- My Song First™ feature for increased revenue
- Any Song, Any Time™ allows searching by Artist, Album, or Song
- Music On Demand feature allows user to choose from the complete database of music
- Router
- Wireless remote
- Optional credit card reader

Specifications

Dimensions	Height: 64 inches (162.56 cm)
	Width: 41.75 inches (106.05 cm)
	Depth: 27.75 inches (70.5 cm)
Net Weight	408 pounds (185.45 kg)
Screen	17" monitor with ELO touch screen
Amplifier	1,000-watt Studio Sound™ amplifier with 70-watt transformer kit and 5-band dual equalizer
Speakers	6 speakers (2 bass - 12", 2 mid-range, 2 tweeter)

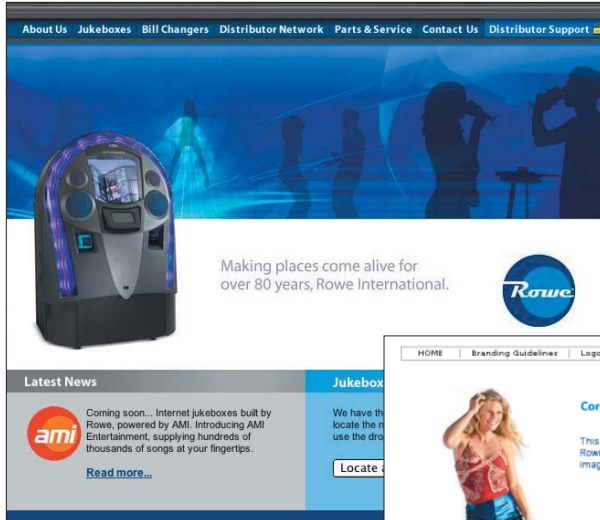
Rowe International Corporation
Phone number: 212.957.1264
Internet in the USA. Rowe is a copyright of Rowe International.
NiteStar is a trademark of Rowe International.

Rowe

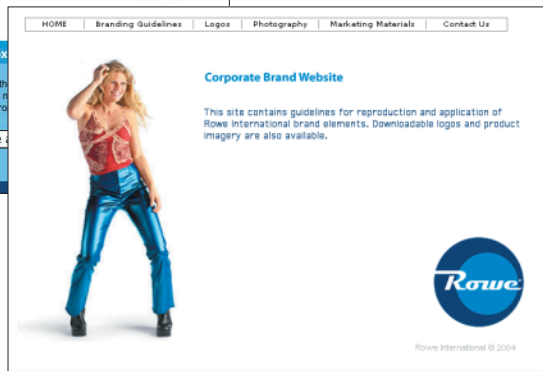
For information on wall and floor model jukeboxes, call 1.800.393.0201 or visit www.roweinternational.com to find your nearest distributor.

Felder helped Rowe International shape their brand story in creative that focuses less on the product, but on the brand's power to transform places through the power of music. What restaurant and bar owners want from jukebox manufacturers is not hardware but an audience. It's the music that fills a location with excitement, enhances the enjoyment of patrons, lengthens their stay as paying customers, and reinforces their reasons to choose that location over others. Rowe International knows how to use music to keep them longer. They know how to make a place come alive.

AMI Entertainment is the newest technological revolution from Rowe International, and with it, it will be possible to provide a nearly inexhaustible selection of music to the Internet-equipped digital jukebox. **AMI Entertainment is about the power of choice and self-expression.** They will provide a revolutionary new way to exponentially improve the tried and true jukebox. Music will be more personalized and relevant than ever before, and people will pay for that enhanced choice and self-expression. And that makes AMI Entertainment not just a forward-thinking technology for Rowe International, but a powerful reinforcement of its promise to makes places come alive.



Corporate website (left) and distributor Brand on Demand site (below)



Attract loops for digital jukeboxes



Felder Communications Group would like to get to know your business. Call Stan Felder at 616.732.8000 to find out how Felder can help you create a stronger brand. Or visit us at www.felder.com to see more examples of our brand-building successes.



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