



NSM MUSIC IS BACK!

New Money, New Blood, New Products

February 24, 2005 - Chicago, IL - NSM Music Group Limited, the coin-op amusement industry's digital jukebox value leader, announces aggressive moves to solidify their business the United States market. According to Tony Lantz, Vice President of Operations for NSM Music, "Thanks to a recent funding event, NSM is now repositioned to better address the needs of our U.S. customers. We are actively hiring additional staff to assist our operators and distributors get NSM product into the field and we will continue to expand this effort over the coming weeks. We are also ramping up our production to address demand for products and parts. We will be showing new products at ASI and we encourage the community to come by our booth - #500 - for a look at the new NSM."

NEW SALES HIRE

NSM has hired Geno Giuntoli, a coin-op sales veteran with a degree in Marketing from Benedictine University, to the position of sales manager. Prior to joining NSM, Geno spent 15 yrs in sales for Atlas Distributing, where he worked closely with Illinois operators and was responsible for Regatta jukebox sales. "We are extremely pleased to have Geno join NSM Music as our new sales manager," said Tony Lantz. "He brings a strong background in sales, marketing and business development that will immediately benefit our company. Also, his prior experience with Atlas and Regatta jukeboxes will enable Geno to make a tremendous impact with our products in the U.S." "I see a huge potential with NSM, especially with their recommitment to this market", noted Geno. "I feel that NSM has tremendous products that just need to be put in the operators' hands; it will be my job to get them there. Because I have worked in the field with operators during installs, service calls, and location negotiations, I can understand the needs of the operators when it comes to the locations demands on them." Geno can be reached at the NSM office at 630-285-9911 Ext. 15.

NEW PRODUCTS FROM NSM MUSIC:

EVOLUTION CD to Broadband Conversion Program: NSM's new *Evolution* conversion program provides operators an easy, low-cost option for their entry into the broadband jukebox arena. With *Evolution*, operators send in their old NSM wall-mounted CD jukebox to their distributor to receive attractive *Evolution* digital box in return, ready to deliver the earnings operators expect from the Ecast Network. Evolution downloading jukeboxes contain the same internal components as the Chameleon, except with a 15" touchscreen.

NOSTALGIA Downloading Jukebox: NSM's successful European model is being launched in the States powered by Ecast. The *Nostalgia's* Stunning "retro" graphics and user-friendly operation deliver a brilliant package for operators and customers alike. With the exception of its 15" touchscreen, the Nostalgia has the same components as the popular Chameleon model.

CHAMELEON Animated Lighting Package: The increasingly popular Chameleon now adds state of the art electro luminescent animation to its long list of features. With its mesmerizing sound-to-light graphics and advanced technology, the Chameleon has again pushed the boundaries of broadband entertainment.

For more information, please contact NSM at 630-285-9911.