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THE NATIONAL PIGGLY WIGGLY OPERATORS ASSOCIATION

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SIRIUS



Satellite Music for Your Business

By Clayton Burton

Still Paying Muzak Every Month?
Come On...Get SIRIUS!

Are you tired of paying high monthly fees and being burdened with long-term contracts just to have music in your store? SIRIUS™ Satellite Music for Your Business is the solution. Broadcasting coast-to-coast, 24-hours a day from state-of-the-art studios in the heart of NYC, SIRIUS™ uses a fleet of high-power satellites to deliver 65 commercial-free music channels. From a collection of over 500,000 songs, the channels span a huge array of categories, from pop to hip-hop; from blues to classical. Whatever genre suits your business and pleases your guests, they've got it.

You don't need costly equipment or a big ugly satellite dish to enjoy SIRIUS™; just an inexpensive receiver and a tiny antenna. The receiver plugs right into your existing store sound system (amplifier and speakers). It's easy to install yourself, or professional installation is available in most areas for \$150 or less.

C & S Wholesale Grocers has negotiated a special deal for Piggly Wiggly stores with Applied Media Technologies Corporation (AMTC), the national reseller of SIRIUS™ for business accounts. The monthly cost is as little as \$24.95 per month, with no contract, and covers all ASCAP, BMI and SESAC royalties. Under the special Piggly Wiggly offer, a \$30 rebate is available on the required SIRIUS™ business equipment package, bringing the price down to \$209 (reg. \$239). The standard \$15 Activation Fee has been waived, and amplifiers and speakers (if needed) are 10% off. The equipment allows you to limit the channels available for play, so you can be sure only acceptable music is being played even when you're not in your store.

This offer presents a significant cost-cutting opportunity compared to Muzak, which typically charges as much as \$100 per month for music and requires a 5-year contract. SIRIUS™ offers more music variety, and more reliable satellite technology (no loss of signal during bad weather), for a fraction of the price. If you're currently under contract with Muzak, you may be able to cancel.

If you are interested in pursuing this, please contact AMTC at (800)741-AMTC (2682). AMTC offers a 30-day money back guarantee.