



## Draft Release

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### Zizzo's Coffee™ Catches the SIRIUS Wave

**February 28, 2007, Clearwater, FL** – Zizzo's Coffee™ announced today that it has chosen SIRIUS Satellite Radio as the brand standard for all of its locations. Based in Capitola, CA, Zizzo's Coffee™ recently began offering franchise opportunities on a national level for its concept. Under the agreement, Applied Media Technologies Corporation will provide all Zizzo's Coffee franchises with 69 channels of commercial-free music and install complete commercial sound systems in the new coffee houses.

"Zizzo's Coffee™ has a great atmosphere geared towards the discerning customer, who is looking for more than your average coffee shop. SIRIUS Satellite Radio's 69 music channels will give Zizzo's franchisees the opportunity to tailor the customer experience to suit that clientele," expressed Greg Powell, Director of Corporate Sales for Applied Media Technologies Corporation. "When Zizzo's franchise locations open, they will not have to lock themselves into contracts the way they would with competing vendors like Muzak."

Joe Masarweh, CEO of Zizzo's Coffee™, concurred. "We evaluated several vendors before making our background music selection. When SIRIUS' \$24.95 per month price and contract-free service was compared against Muzak, the choice was clear."

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Privately-held Applied Media Technologies Corporation is headquartered in Clearwater, FL. AMTC is the national provider of SIRIUS Satellite Radio (NASDAQ: SIRI) for business use, providing 69 channels of 24-hour, commercial-free music. All music royalties are paid. The service presents the first meaningful competition for Muzak in the business music arena. AMTC also manufactures a full line of commercial sound equipment and provides TelAdvantage, the world's most recognized brand of telephone "on hold" messaging products and services. Since 1991, AMTC has served over 15,000 customers around the globe, including names like Bally Total Fitness, Bridgestone-Firestone, Continental Airlines, DaimlerChrysler, Ford Motor Co. and Morgan Stanley.

Capitola, CA-based Zizzo's Coffee™ was founded by Joe and Joanne Masarweh in 2001. The surfing-themed shop offers a relaxed atmosphere and a completely modular, customizable menu, creating an environment which offers "Good Friends Great Coffee®". For information about Zizzo's Coffee™ franchising, please visit [www.zizzoscoffee.com](http://www.zizzoscoffee.com).

For further information on SIRIUS Satellite Radio or TelAdvantage, visit [www.amtc.com](http://www.amtc.com).