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## Cool sounds replace Muzak

By [Valerie Block](#)

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EL Media Group is taking the low road in search of big bucks. The music service provider that brings expensive sound systems and cool grooves to Scoop stores, Nobu restaurants, Hotel Gansevoort and other hip locations wants to capitalize on the misfortunes of Muzak, the industry's big kahuna that recently filed for bankruptcy.

EL Media, with annual revenues of \$2 million, charges clients about \$150 a month per location for its customized playlists. Now, it's rolling out a \$39.95-a-month service for major chains like TGI Friday's and Applebee's. Though the new service, iStyle Music, is a one-format-fits-all approach, its price is designed for hard times. Partners **Ernie Lake**, a record producer who's worked with Pink, Usher and Brandy, and **Josh Katz**, a former BMG executive, say the product is hardly elevator music. "It's the antithesis of Muzak. It's great sound and quality," says Mr. Katz.

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