



NEWS

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READYTOPLAY EXPANDS ADVISORY BOARD ADDING PETER CHOLNOKY AND RANDY STEARNS

PALO ALTO, NOVEMBER 8, 2006 -- ReadyToPlay, the leading CD conversion service in the U.S., is announcing that Peter Cholnoky, CEO of ReQuest Inc. and Randy Stearns, President of Engineered Environments have agreed to join its advisory board. “ReadyToPlay is extremely excited to have these two well-respected, prominent individuals on our board. Their backgrounds in the custom installation market, media server technology and their involvement in the CEDIA community make them a critical addition to our advisory board,” said Jeff Tedesco, CEO and President of ReadyToPlay. “Their contribution to our tactical and long-term strategies will benefit all customers of ReadyToPlay as we continue to lead the market in technology, quality services and marketing.”

Peter Cholnoky is CEO of ReQuest, Inc., a leader in media management technology platforms based in Ballston Spa, New York. With over twenty-five years of experience in building, managing, and developing high-technology businesses, Mr. Cholnoky has been CEO of ReQuest for the past year. He previously spent ten years with Apple Computer Corporation where he managed major accounts and channel

distribution partnerships. His work there generated over \$400 million in annual revenue. “ReadyToPlay delivers a critical service to our dealer channel. I am delighted work with them to provide innovative services to our dealers and their end-customers. This relationship will also deepen our mutual understanding of what customers want in terms of content so that we can provide them with the media server products they need to make that content shine,” Cholnoky said.

Randy Stearns is President of Engineered Environments based in Alameda, California. Engineered Environments is one of the nation’s premier residential electronics systems companies. Mr. Stearns has been the Chairman for CEDIA Expo 2006, is a member of the CEDIA Board of Directors, and sits on the Advisory Board of Kaleidescape. Regarded by his peers as a leader in the residential systems integration industry, his insights and perspective will help ReadyToPlay with its core marketing strategy of working with residential systems contractors. “ReadyToPlay has the deepest knowledge of digital media servers and technologies of any audio ripping company in the U.S. While I can provide them with key insights into the CEDIA community, trends, and business needs, ReadyToPlay will help me to understand much more about how the digital content will drive what our customers buy.”

Company Information

ReadyToPlay, Inc. is a privately-held company based in Palo Alto, California, that provides digital music services including DVD and CD conversion, audio server and portable digital audio device loading. ReadyToPlay offers these services to customers primarily through custom home electronics installers, retailers such as Cambridge

Soundworks, Magnolia Audio Video and home media server manufacturers such as ReQuest, ELAN HomeSystems, Sonos, AMX, Kaleidescape, Russound and Integra.

The company has over 275 registered dealers in the U.S. and can be found on the web at www.readytoplay.com. DataGroom is a trademark of ReadyToPlay.