



R E A D Y T O P L A Y

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# NEWS

FOR IMMEDIATE RELEASE

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## **READYTOPLAY ANNOUNCES NATIONAL AND INTERNATIONAL EXPANSION**

### **PLANS**

#### **Eastern U.S. and Canadian Operations Extend Ripping Services Under One Brand**

**PALO ALTO, SEPTEMBER 13, 2006** -- ReadyToPlay, the leading CD conversion service in the U.S., is announcing an expansion of its operations to the East Coast with a service center in Washington D.C. and a new franchise operation outside Toronto, Canada. The Toronto location will operate under the name ReadyToPlay Canada. The new service centers offer ReadyToPlay customers the benefits of faster turnaround and lower shipping costs while receiving the best quality CD ripping and media server loading in the industry.

“Expanding ReadyToPlay to the East Coast and Canada has long been a part of our growth strategy”, said founder and CEO, Jeff Tedesco. “Now our dealer base of over 235 custom installers can work with the ReadyToPlay facility that best suits their desired turnaround times and shipping methods”. Both centers will be fully trained to deliver the high quality ripping and loading services, along with the exclusive DataGroom process.

The Washington D.C. operation will be managed by Gerson Paniagua and supported by Marcus Bourn, former founder of Media Trader. ReadyToPlay East will begin processing orders on October 1, 2006. The franchise agreement for ReadyToPlay Canada will be managed by Anthony Gilpin and will offer all of the ReadyToPlay services as well as a branded website for all orders within Canada. The Canadian franchise of ReadyToPlay will be found at [www.readytoplay.ca](http://www.readytoplay.ca) as of September 25, 2006. "The Canadian market is hungry for the services offered by ReadyToPlay. With our franchise, international companies can begin ripping and loading of media servers under the ReadyToPlay brand name within their geography. Our Canadian operation will provide custom installers and direct customers an opportunity to ship their CDs without import duties or custom's delays" said Anthony Gilpin, President of ReadyToPlay Canada.

### **Company Information**

ReadyToPlay, Inc. is a privately held company based in Palo Alto, California, that provides digital music services including CD conversion, media server and portable digital audio device loading. ReadyToPlay offers these services to customers through a network of 235 custom installers, retailers such as Cambridge Soundworks, Magnolia Audio/Video and home audio server manufacturers such as ReQuest, ELAN HomeSystems, Sonos, Russound and Integra. ReadyToPlay has service centers in the United States and Canada. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com). DataGroom is a trademark of ReadyToPlay.