



R E A D Y T O P L A Y

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# NEWS

FOR IMMEDIATE RELEASE

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## **READYTOPLAY OFFERS CD RIPPING AND LOADING FOR NOKIA N91 AND NOKIA N73 DEVICES WITH IN-STORE PROMOTION**

### **First Ripping Service to Load Mobile Devices**

**PALO ALTO, SEPTEMBER 5, 2006** -- ReadyToPlay, the leading CD conversion service in the U.S. and Nokia, the world's leading mobile phone supplier, has announced an offer for new buyers of the Nokia N91 and N73 model devices. Available nationwide through selected retailers of Nokia products, customers who purchase a Nokia N91 or a Nokia N73 are eligible to participate in a program offered exclusively by ReadyToPlay. Under the program, ReadyToPlay will "rip" or convert 40 customer CDs to MP3 for the price of 20. The customer's music will then be delivered in digital format on a DVD for loading directly onto the Nokia device. The Nokia N91 provides storage for up to 3,000 songs (4 GB), a built-in FM radio and includes a two-megapixel camera.

"The addition of the Nokia Nseries multimedia smartphones adds to a growing list of ReadyToPlay-supported devices from high-end music servers to portable audio devices and now mobile phones. ReadyToPlay is extending our brand and philosophy of making all digital devices 'ReadyToPlay' with this special promotion offer" said Jeff Tedesco, President and CEO of ReadyToPlay, Inc. "ReadyToPlay will continue to help

users through the issues of digital format conversion, loading of devices, storage and organization. Through this program, users of the Nokia N73 or Nokia N91 can have fast, foolproof access to their music collections on their mobile phone.”

As part of the program, ReadyToPlay will convert the music CDs to a standard MP3 192kbps format, although other bitrates will be available. Album, artist, genre, track-name and album artwork are all included in the offer. The special pricing allows users to have a sizeable music collection loaded onto their Nokia Nseries device painlessly and inexpensively. “ReadyToPlay is the leader in this market in many respects. With the development of our marketing channels to our core technology and process, we have become the leader in volume and digital quality with manufacturers of digital devices. Working with Nokia to push the boundary into the digital phone market seemed like a natural progression for us,” added Mr. Tedesco.

The program applies to all Nokia N73 and Nokia N91 devices purchased between September 1 and December 31, 2006 at participating retailers. End users interested in learning more about the program can visit [www.readytoplay/nokia](http://www.readytoplay/nokia).

### **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 retailers such as Cambridge Soundworks, Magnolia Audio/Video and home audio server manufacturers such as ReQuest, ELAN HomeSystems, Sonos, Russound and

Integra. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com). DataGroom is a trademark of ReadyToPlay.