



NEWS

336 Portage Road
Palo Alto, CA 94306
650-213-9300

Contact: Brian Shaffer
Roher Public Relations
818-887-8838
bshaffer@roherpr.com

SONOS NAMES READYTOPLAY AS AUTHORIZED PROVIDER OF CD CONVERSION AND LOADING SERVICES

Sonos Website Links Visitors To ReadyToPlay for "Ripping" CDs To MP3 and Other Popular Digital Audio Formats

PALO ALTO, March 17, 2005 – ReadyToPlay, the leading digital music services company, announced today that Sonos, maker of the Sonos wireless digital audio distribution system, has selected ReadyToPlay as an authorized provider of CD ripping and server loading services. An official for ReadyToPlay, based here, said that both companies had established a co-marketing arrangement to direct visitors to each other's website for information.

"We have established close relationships with more makers of digital audio products and systems than any other CD ripping services company," said Jeff Tedesco, CEO and founder of ReadyToPlay. "We are the experts' most popular choice for ripping and loading CDs to home audio systems and portable digital audio players."

Growing Market for CD Ripping and Loading Services

The latest digital home audio systems, such as the **Sonos™ ZonePlayer**, allow different songs to stream simultaneously to many rooms in a home, use hard disk drives and are capable of storing hundreds or thousands of CDs in digital formats such as MP3. While it can take dozens of hours to convert (or "rip") a CD library to digital audio files and load the files onto a computer or digital music server, ReadyToPlay can rip and load libraries significantly faster and more accurately than conventional methods.

Tedesco said ReadyToPlay also offers technical advantages like more accurate, consistent tagging of music files for better music classification and play list selection, and a wide selection of digital audio formats and bit rates for the same price as the standard conversion, which is MP3 at 192kb per second.

"Sonos buyers love their music, and to make the most of their distributed music system, you need to have the entire collection digitized for ready access. It is much faster and easier for Sonos dealers and customers to outsource CD ripping, data grooming and loading to ReadyToPlay ," said Tedesco. "We deliver a true plug and play experience, which only improves customer satisfaction. We make it simple to have a Sonos system that's ready to play from the moment it's installed in the customer's home. Artist names, song, title, and cover art appear on the Sonos controller without any additional work by the dealer or consumer."

Company Information

ReadyToPlay, Inc. is a privately held company based in Palo Alto, Calif., that provides digital music services including CD conversion, audio server and portable digital audio device loading, and disaster recovery assistance. ReadyToPlay offers these services to

customers through retail outlets such as Cambridge Soundworks, home audio server manufacturers such as Elan and AudioRequest, and music system makers such as Sonos. ReadyToPlay also has partnerships in Europe through Rip Factory, a United Kingdom based company. The company is on the web at www.readytoplay.com. ReadyToPlay believes in the joy that music adds to life and supports the legal integration of music into a digital lifestyle.

Sonos has a team of highly-talented, music-loving software developers, audio engineers, hardware engineers, industrial and interactive designers, and usability engineers. Working side-by-side, they've created the Sonos Digital Music System, the first and only multi-room digital music system with a wireless, full-color LCD screen controller. Sonos is a privately-held company, headquartered in Santa Barbara, CA with offices in Cambridge, MA. To find out more about the company or the Sonos Digital Music System, please visit: www.sonos.com.

#