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Cambridge SoundWorks Partners with Ready To Play to Offer First Retail Service to Load Music onto MP3 Players

*Service Makes it Easy for Music Lovers to Enjoy MP3 Music; Customers
Can Now Drop off CDs and Have Their Music Loaded onto MP3 Players*

ANDOVER, Mass. – November 9, 2004 – For the growing number of MP3 users looking to convert their CD collections to an MP3 player, there's good news. Cambridge SoundWorks® announced today that customers can now walk into any Cambridge SoundWorks' retail location, drop off their audio CDs and have them digitized and loaded onto an MP3 player. The new program, the first of its kind, is part of a partnership with Ready To Play, the premier company specializing in the conversion of audio CDs to digital format and loading MP3 players. The service will be available at Cambridge SoundWorks' retail locations in New England and the San Francisco Bay area, and nationally via www.cambridgesoundworks.com. Cambridge SoundWorks, a manufacturer and retailer of home-theater, home-audio and multimedia products, is a wholly owned subsidiary of Creative Technology Ltd (Nasdaq: CREAM).

“With the introduction of fantastic, high capacity portable audio players, like Creative's Zen Touch, consumers can walk around with their entire music collection in the palm of their hand,” said Rob Mainiero, Vice President of Cambridge SoundWorks. “Our partnership with Ready To Play makes the process of converting and loading your entire CD collection onto MP3 players quick and easy. We want our customers to walk out of our door and just enjoy their music.”

Customers can bring their CD collection to any Cambridge SoundWorks' retail location. CDs will be shipped to Ready To Play, who has a team of specialists who professionally and quickly convert music collections to digital formats. Customers can choose to have their digitized music loaded directly onto an MP3 player or onto a DVD. The price of the service is \$1.10 per CD. Cambridge SoundWorks will have demonstration systems available in each store. It will also offer several bundling programs with Creative MP3 players and Cambridge SoundWorks' high-performance speakers.

”People love their music, yet many lack the time or technical ability to digitize a whole CD collection. Ready To Play has the technology and expertise to affordably convert and organize a customer’s CD music onto their MP3 player in a quality digital format,” said Jeff Tedesco, President and CEO of Ready To Play. “What could be more fun than taking your new MP3 player home and having your whole library of music available and organized the minute you take it out of the box? The experience is all about the music and, together with Cambridge SoundWorks, we make your music “ready to play” in the digital world.”

About Cambridge SoundWorks

Cambridge SoundWorks, Inc. manufactures over 70 different models of home-stereo, home-theater, multimedia speakers and assorted electronics products. It sells its award-winning stereo speaker products and sound systems, as well as other brands of high-performance audio and video products direct to the consumer through its retail stores, online at www.cambridgesoundworks.com, and through its catalog and Call Center operation at 1-800-FOR-HIFI. Cambridge SoundWorks has partnerships with some of the country’s leading consumer electronics retailers where its products are also sold, including Fry’s Electronics, J&R Music and Computer World and Amazon.com. Cambridge SoundWorks products are also sold globally via parent company, Creative Technology Ltd. - the worldwide leader in digital entertainment products for PC users.

About Creative

Creative (Nasdaq: CREAM) is the worldwide leader in digital entertainment products for users of the personal computer and the Internet. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment on the PC platform with products like its highly acclaimed NOMAD Jukebox. Creative’s innovative hardware, proprietary technology, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment -- anytime, anywhere.

About Ready To Play

Ready To Play, Inc. is a privately held company based in Palo Alto, California that provides digital music services including CD conversion, audio server and portable digital audio device loading, and disaster recovery services. Ready To Play offers these services to customers through retail outlets such as Cambridge Soundworks and other distribution channels. Ready To Play also has partnerships in Europe with Rip Factory, a United Kingdom based company. The company is on the web at www.readytoplay.com. Ready To Play believes in the joy that music adds to life and the legal integration of music into a digital lifestyle.

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