



R E A D Y T O P L A Y

# NEWS

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## **ReadyToPlay And The Mac Support Store Announce Marketing Agreement For Mutual Online Co-Promotion and iPod Ordering**

PALO ALTO, July 21 -- ReadyToPlay, the leading digital music service company, and The Mac Support Store, an online reseller of Apple products and support services, announced a marketing agreement under which the companies will provide continuous online promotion of each other's products and services and enable customers to place orders with both companies from either firm's website.

Customers will now have the opportunity to order an iPod via the ReadyToPlay website by linking with The Mac Support Store directly or they may order the ReadyToPlay CD conversion service via The Mac Support Store site.

“This is another important milestone in our retail strategy to offer our services through online resellers as well as brick and mortar stores,” said Jeff Tedesco, president of ReadyToPlay, which converts music on customers' CDs to AAC, MP3 and other compressed digital formats. “We want buyers of iPods or any other digital music player to be offered our services at the point of purchase, whether in store or online.”

ReadyToPlay has previously announced promotional agreements with Cambridge SoundWorks, the direct marketer of audio/video products and part of Creative Technology, and Magnolia AudioVideo, a specialty retail division of Best Buy.

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"The partnership with ReadyToPlay, the acknowledged leader in CD ripping, creates a powerful vehicle for increasing our brand awareness and driving sales," said Jeff Graber, CEO of The Mac Support Store, based in New York. "We are also able to offer our customers the service of converting and loading their CD collections easily onto their new iPod directly from our website, and our customers will get the first 10 CDs ripped free."

### **Company Information**

ReadyToPlay, Inc. is a privately held company based in Palo Alto, Calif., that provides digital music services including CD conversion, loading of audio servers and portable digital audio devices, and disaster recovery assistance. ReadyToPlay offers these services to customers through retail outlets such as Cambridge Soundworks, Magnolia AudioVideo, 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, based in the United Kingdom. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com).

The Mac Support Store is an Apple Authorized Help Desk Specialist, Reseller, and Service provider in New York City. Since 1996, they have supported over 17,000 computers with their custom Mac-only service called Power Support. The company is on the web at [www.macsupportstore.com](http://www.macsupportstore.com).

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