



SLACKER, INC. OFFERS "PERSONAL RADIO"



A company called Broadband Instruments (San Diego, Ca, www.broadbandinstruments.com, also known as "Slacker, Inc.") is developing a different kind of MP3 player that will allow users to easily build their own customized "radio stations" which can be updated with new songs using hard-wired Internet connections as well as Wi-Fi and direct broadcast satellite links.

The Slacker Personal Radio Player (see photo) will make use of "DJ intelligence embedded in a portable player." The name "Slacker" is a reference to fact that playlists are assembled for the user automatically, as opposed to typical MP3 players (like "iPods") where the user must manually construct the playlist from a library of songs they have created. "Personalized radio is a great way to listen to the music you love without having to work at it," said Dennis Mudd, CEO of Slacker. "The only problem is that until now, personalized radio has been stuck on the PC. Slacker solves that problem. Now you can just kick back and listen."

According to a recent press release, Slacker Personal Radio will draw from a catalog of millions of songs, the breadth and depth of which is increasing continuously. To achieve this, Slacker has acquired rights from content owners, including SONY BMG, Universal Music Group and hundreds of independent labels. This music library is organized into genre and sub-genre "stations" and over 10,000 stations that

numerous "professionally programmed" are built around specific artists. Personalization options to be supported include adjusting stations to play more popular versus more eclectic music, newer versus older music, or to play tracks the listener tags as "favorite" more often (and likewise, to never play tracks tagged as "ban"). Other options include:

- Internet access to personalized stations, accessible from any Internet-connected PC;
- Playback through Web player (see screen capture), jukebox software and portable devices;
- Can assign personal stations to PRESET buttons in Web player;
- Stations can be created by combining favorite artists;
- Listeners can click through album cover art, band profiles, reviews and artist photos;
- Stations are easily shared with friends.



The Slacker DJ combined with the new Slacker caching system allows for personalized "CD quality" radio stations to be played everywhere, even when the device is not in Wi-Fi or satellite range. Additional Slacker device features include:

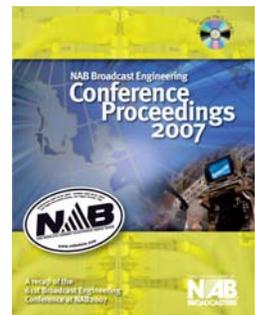
- 4" full screen display featuring album art /reviews, artist photos/bios and visualizations (as shown in photo above);
- Support for MP3, WMA and video as well as "saved" radio tracks;
- Automatically save and refresh personalized stations via Wi-Fi, Satellite or USB (Broadband Instruments is planning to lease bandwidth from existing Ku-band satellites to send about 10,000 tracks per day to Slacker device owners);
- Storage capacities from 2GB to 120GB (prices will range from \$150 to \$350);
- Will play WMAs, WMMs, MP3s, etc, all of which can be loaded onto the player via USB.

Slacker is reportedly in discussions to provide Slacker Personal Radio through a broader range of devices in the future. In the second half of 2007, Slacker device owners in the U.S. are expected to have the option to purchase Slacker Satellite Car Kits that update the Personal Radio Player with new content through a Ku-band satellite broadcast system.

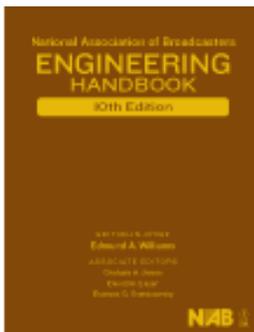
Currently, two services are envisioned—Slacker Basic Radio will be advertising funded and remain free to use with Slacker software (browser or juke box, on an Internet-connected PC) and portable Slacker Personal Radio Players, while Slacker Premium Radio will launch later in Q2 2007 at \$7.50 per month. Slacker premium service will offer no advertising, unlimited skipping of songs (Basic version is limited to six skips per hour), and the ability to save radio tracks to a library file. The free beta Slacker Personal Radio service is available now at www.slacker.com (see screen capture above). Slacker Premium Radio will be available in Q2 2007 and Slacker portable devices in early summer. For additional information visit the Slacker Website at www.slacker.com.

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