



Melodeo Announces Hi-fi for Mobilcast

New Hi-fi Mobilcast Improves Listening Experience for Mobile Entertainment and Introduces New a2z Radio Music Channels

SEATTLE – March 6, 2007 – Melodeo Inc. today announced the availability of ‘Mobilcast Hi-fi’ to wireless operators. Mobilcast Hi-fi is a new patent-pending, low-bandwidth, hi-fidelity version of their industry-leading Mobilcast mobile entertainment service. Mobilcast Hi-fi allows wireless operators to offer hi-fidelity music and audio programs over existing mobile networks using standard codecs. Mobilcast Hi-fi automatically adapts to different phones and network speeds, resulting in a superior listening experience for wireless customers with minimal bandwidth use. Wireless operators are expected to make Mobilcast Hi-fi available to customers in the coming months.

Melodeo also announced today the addition of a2z, a set of original music channels exclusive to Mobilcast, which include Country, Hip-Hop, Rock of Ages, Top Hits and Dave’s Picks, a new music show hosted by Melodeo’s Senior Director of Music Content, Dave Dederer. Dederer is best-known as a founding member of the multi-platinum rock band The Presidents of the United States of America. Each week, he will keep listeners tuned in to the coolest tunes from his personal music collection.

“Wireless customers clearly want instant access to a variety of great music and entertainment programs on the go,” said Dederer, “and Mobilcast is an affordable solution that works with a wide variety of phones. By adding hi-fi to Mobilcast, we have made the experience even better by greatly improving the audio quality and adding more music to the mix.”

Mobilcast provides wireless customers with on-demand access to more than 150,000 music and entertainment programs including radio shows from popular sources such as NPR, MSNBC and CNN, as well as thousands of independent programs from all over the world. Mobilcast customers enjoy a wide selection of music, comedy, news, sports, and other entertainment programs. Mobilcast is immediately available to more than 44 million wireless customers on two continents through distribution deals with Alltel Wireless and Cingular Wireless in the United States, Rogers Wireless in Canada and British wireless operator 3 in the UK.

In addition to Mobilcast Hi-fi, Melodeo also recently announced an investment from Sony BMG Music Entertainment and Warner Music Group in China Access Media Solutions, the Chinese joint venture operating company started by Melodeo and Access Co. Ltd. in early 2006. The companies are working together to further develop and distribute world-class solutions for securely delivering mobile music and multimedia entertainment to wireless customers throughout China and other Asia Pacific marketplaces.

About Melodeo, Inc.

Melodeo Inc., a leader in synchronized Web / mobile digital media delivery, is dedicated to bringing consumers the best selection of on-demand podcasts, video and radio programs for the Web and mobile phone. Melodeo combines powerful content, a simple user interface and access from any device, making it easy to enjoy and share music, video and podcasts on any topic with friends.

<http://www.melodeo.com>

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