



Melodeo First to Offer Podcasts for Mobile Phones
Company Appoints New CEO and Sr. Vice President of Engineering

SEATTLE—August 19, 2005--Melodeo, Inc., the company that provides the best experience for music on the mobile phone, today announces its expansion into new markets, including making Podcasts available for download to the mobile phone. The company is also announcing additions to its executive leadership team. These leadership additions are designed to help Melodeo maintain its lead in the fast growing mobile market.

Beginning today consumers can use Melodeo software, called Mobilcast™, to find and download Podcasts on a mobile phone. The addition of Podcasts is a significant step in establishing the mobile phone as a singular device for finding, acquiring, and using digital media. During the past year Podcasting has grown exponentially, yet access is confined to the PC. By enabling Podcast downloads to a mobile phone Melodeo hopes to expand the reach of Podcasts to millions of new users. More information about Podcast downloads can be found at www.melodeo.com/mobilcast.

Melodeo software now makes it possible to find, acquire, and use ring tones, wallpaper, video, and games. Consumers will use the same, familiar Melodeo shopping experience to find and securely download content, and all content will use Melodeo's DRM solution to ensure it has been appropriately licensed.

“The mobile phone is the perfect tool for finding and listening to Podcasts,” said Don Davidge, Sr. Vice President of Sales at Melodeo. “With Mobilcast Melodeo applies

the same software and user experience to Podcasts that we have applied to other types of digital media. The result is a fast, easy and familiar way of getting this popular content onto the phone for use anywhere, anytime.”

Management Additions

Melodeo is also announcing that the board of directors has named Jim Billmaier CEO, effective July 1. Billmaier joins Melodeo from Digeo, where he had been CEO since 1999. Billmaier led Digeo since its inception, turning it into a leader in digital home entertainment and winning an Emmy® Award for technical achievement. Prior to Digeo Billmaier was CEO of Asymetrix, leading that company’s IPO. He has also held numerous leadership positions at Sun Microsystems.

“Melodeo has great people, strong technology, and clear momentum in the mobile music and content space,” said Billmaier. “I look forward to helping the company extend its lead, as well as to helping carriers provide their customers with new and exciting ways to use their mobile phones to enjoy digital content.”

Also joining the Melodeo executive team is Bob Wise, who was named Sr. Vice President of Engineering. Wise joined Melodeo in mid-July. Previously he had been Vice President of Engineering at a number of software companies, including Continuous Computing and Oresis. He has extensive experience developing and deploying software for the telecommunications sector. Wise is responsible for all aspects of product development and operations.

With the addition of Billmaier and Wise, two members of the executive team will take on new roles. Bill Valenti, Melodeo’s co-founder and first CEO, is taking on the role of Executive Vice President and will focus on expanding the business to new

markets. Ed Flinchem, co-founder and original Vice President of Engineering, will become Vice President of Product Strategy, where he will have responsibility for designing the next generation of Melodeo products.

About Melodeo

Melodeo, Inc. is a privately held company in Seattle, Washington, dedicated to creating software and services to bring music and other content to mobile phones. Melodeo provides wireless operators and phone handset manufacturers software that enables delivery of secure digital content to wireless subscribers through an easy-to-use, dynamic user interface. Recognizing the importance of Digital Rights Management, Melodeo offers a distribution model which includes DRM technology to ensure artist and label compensation. For more information, visit the company's website at <http://www.melodeo.com>, or send email to info@melodeo.com.

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