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## Slacker Introduces Personalized Radio Everywhere

*Free Beta Service Unveiled Today at [www.slacker.com](http://www.slacker.com)*

**AUSTIN, Tex. [South by Southwest/SXSW]** – March 15, 2007 – Slacker, Inc. today announced the creation of “Personal Radio,” which enables U.S. consumers to customize their own radio stations and listen to them wherever they happen to be. The Slacker Personal Radio experience is available today in beta for PC streaming at [www.slacker.com](http://www.slacker.com) and later this year on Slacker Portable Radio Players via Wi-Fi and Slacker Satellite Car Kits.

Slacker has acquired rights from content owners, including SONY BMG MUSIC ENTERTAINMENT, Universal Music Group and hundreds of independent labels, that allow truly portable personalized radio for the first time. The service offers Wi-Fi and satellite music distribution, as well as DJ intelligence embedded in portable players. Slacker customers can now play highly personalized, continuously refreshed radio stations everywhere they go.

“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.”

“We are happy to be working with Slacker as they roll out innovative new services that meet consumer demand for both interactivity and portability, and help extend the reach of our artists,” commented Thomas Hesse, President, Global Digital Business & U.S. Sales, SONY BMG MUSIC ENTERTAINMENT.

### **Personal Radio**

Slacker Personal Radio has millions of songs with the breadth and depth increasing continuously. The extensive Slacker music library is organized into numerous professionally programmed genre and sub-genre stations and over 10,000 stations that are built around specific artists. Personalization options include adjusting your stations to play more popular vs. more eclectic music, newer vs. older music, or even to play more tracks you tagged as your favorites. Other features include:

- Log in from any PC or Mac to hear personalized stations in CD quality
- Playback through web player, jukebox software and portable devices
- Create stations by combining favorite artists
- Select favorite tracks/artists to play more often and ban other tracks/artists
- Click through album cover art, band profiles, reviews and artist photos
- Easily share stations with friends

## **Slacker is Everywhere**

For the first time, Slacker Personal Radio Players will enable music lovers to play personalized radio everywhere they go. The new devices include integrated Wi-Fi and an on-board Slacker DJ. The Slacker DJ combined with the new Slacker caching system guarantees personalized CD quality radio stations to be played everywhere, even when not in Wi-Fi range. Slacker customers get deep, personalized radio stations with optimized radio programming sequences, continuously refreshed and updated to include personalized new music.

Additional Slacker device features include:

- 4" full screen display featuring album art /reviews, artist photos/bios and visualizations
- Support for MP3, WMA and video as well as "saved" radio tracks
- Automatically save and refresh personalized stations via Wi-Fi, Satellite or USB

Slacker is currently in discussions with selected partners 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. will have the option to purchase Slacker Satellite Car Kits that update the Personal Radio Player with new content through a breakthrough satellite broadcast system. Slacker car-top antennas receive high-speed music feeds from satellites throughout the continental United States, while the integrated Slacker DJ ensures favorite stations stay current.

## **Radio Services**

Slacker Basic Radio is advertising funded and will remain free to use on Slacker software and portable Slacker Personal Radio Players, while Slacker Premium Radio will launch later in Q2 2007 at \$7.50 per month.

Slacker premium service offers:

- No advertising
- Unlimited skipping
- Ability to save radio tracks to library

## **Availability**

The free beta Slacker Personal Radio service is available now at [www.slacker.com](http://www.slacker.com). Slacker Premium Radio will be available in Q2 2007 and Slacker portable devices in early summer. The Slacker Satellite Car Kit will be offered in the second half of 2007.

## **About Slacker, Inc.**

Slacker is the world's first Personal Radio company, providing a new kind of radio that enables consumers to play highly personalized music everywhere. Visit [www.slacker.com](http://www.slacker.com) for more information.

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