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## **Hot Topic and Slacker Radio Partner for Personalized Artist-Related Merchandise Experience**

*Slacker Listeners Now Have One-Click Access to the Clothing and Accessories of Their Favorite Artists*

**SAN DIEGO – August 3, 2010** – Slacker, Inc. today announced a partnership with Hot Topic, Inc. that combines the music of emerging and well-known artists with the fashions they inspire. Slacker Personal Radio web listeners can simply click the Buy Merchandise icon while playing an artist to view and purchase artist-related merchandise, ranging from t-shirts, to hoodies, to DVD's and vinyl records, from ShockHound, a Hot Topic subsidiary.

Slacker web listeners can purchase merchandise from thousands of artists across all genres. In addition to concert t-shirts, ShockHound has nearly two dozen merchandise categories, which include an extensive catalog of artist-inspired hats, jackets, pins, backpacks, posters and much more. Similar to buying a t-shirt at a performance, nearly all artists get a portion of their merchandise purchases. Hot Topic and ShockHound feature a broad selection of music-licensed and music-influenced apparel, accessories and gift items for music fans at nearly 700 physical stores and two online stores.

“Partnering with ShockHound and Hot Topic to offer the apparel and accessories of our listeners’ favorite music is an exciting extension of the Slacker Personal Radio experience,” said Jonathan Sasse, senior vice president of marketing at Slacker. “With this update we are bridging the gap between the music Slacker listeners love and the fashions inspired by the artists.”

Slacker Personal Radio, available for free online at [www.Slacker.com](http://www.Slacker.com), enables listeners to create their own Personal Radio stations based on any artist or mix of artists, or listen to and personalize over 120 expert-programmed genre stations ranging from Alternative Rock to Comedy and everything in between. Personalization options include rating songs or artists, playing more popular vs. more eclectic music and listening to newer vs. classic songs.

Whether listening on the web, BlackBerry smartphone, iPhone, iPod touch, Android-powered smartphone, Windows Mobile smartphone, Slacker-enabled SONY TV or Blu-ray player or any of the hundreds of products where Slacker is available, Slacker listeners have instant access to their favorite music, artist profiles, album reviews, album cover art and now ABC News and news updates.

**About Slacker, Inc.**

Slacker is the world's first Personal Radio company offering "Your Radio Everywhere." Slacker enables music lovers to play highly personalized music online at the Slacker web site, at home on Slacker-enabled SONY TV and Blu-ray players or on the go with all leading smartphones. Slacker mobile applications are currently available for Android, iPhone, Palm webOS, Windows Mobile and BlackBerry smartphones. For more information on where Slacker is available visit <http://www.Slacker.com/everywhere>.

For regular Slacker updates follow us on Twitter @SlackerRadio, become a Fan on Facebook at [www.Facebook.com/SlackerRadio](http://www.Facebook.com/SlackerRadio) or visit [www.Slacker.com](http://www.Slacker.com).

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