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**HEADLINE:** Myplay, inc. Debuts myplay-to-go(TM) -A Digital Entertainment Platform For Wireless and Broadband Devices at DEMOMobile 2000;  
Company Selected to Demonstrate the myplay Locker(TM) on Cell Phones, PDAs, TV Set-Top Boxes and Digital Car Stereos at Exclusive Conference

**DATeline:** PASADENA, Calif., Sept. 7

**BODY:**

Myplay, inc., the first Web music service to keep you connected with your music collection online and the creator of the digital music Locker(TM), will present the first public demonstration of its "myplay-to-go" digital entertainment platform at the DEMOMobile 2000 conference in Pasadena, CA (Sept. 6 - 8). Less than one year old, myplay is the category leader with more than 2.5 million customers.

"Myplay-to-go" provides telecommunication companies and makers of consumer software and hardware products with a programming interface to the myplay Locker and myplay infrastructure services across a range of wireless and broadband consumer devices. In keeping with myplay's mission of simplifying the digital music experience for the consumer, the new platform will allow content and media companies, record labels, broadband companies and major portals to provide an innovative service to their customers, letting them easily access their music collections anytime and anywhere.

Myplay was selected to demonstrate "myplay-to-go" to the select group of technology and Internet executives at DEMOMobile 2000. Presented by IDG Executive Forums, DEMOMobile 2000 brings together 500 leading analysts, venture backers, executives, product developers, technologists, and journalists for a look ahead to the products and technologies that will shape the rapidly expanding mobile computing marketplace.

According to wireless research firm Ovum, wireless access to the Internet will explode to 484 million by 2005. Other industry forecasts say that within three years, an estimated 300 million of 900 million wireless phones will be Internet-ready. Major cell phone manufacturers, including Motorola, Nokia and NTT have announced digital audio chipset support in their next-generation products, and the wireless infrastructure to support quality digital audio streaming already exists in parts of Europe and Asia.

"The future of digital music lies beyond the PC -- soon, you'll be able to access your music collection via your mobile phone, your car, your TV set, or a number of portable devices. Myplay-to-go is a key step in fulfilling our company

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vision of letting you access your music from anywhere you happen to be," said Doug Camplejohn, myplay co-founder and CEO. "The myplay Locker remains the unifying component that allows consumers to not only access their digital music collections from a variety of devices, but to legally share that music as well," said David Pakman, myplay co-Founder and SVP of Business Development. "It will also serve as the foundation for future music subscription services."

#### About "myplay-to-go"

The "myplay-to-go" architecture allows myplay partners to deliver music services on the rapidly growing number of pervasive devices including television set-top boxes, smart phones, personal digital assistants (PDAs), and digital car stereos. Myplay will demonstrate the following technology at DEMOMobile:

#### Interactive Television Demo:

- ITV (Interactive Television) links and other VBI (Vertical Blanking Interval) data pertaining to the broadcast are transmitted in the video signal to a set-top box, using open Internet and international broadcast standards
- Customers can pull up information on a music video or artist, order the CD, or add the track to their locker with a few remote clicks
- Supports Smart Card enabled commerce

#### WAP-enabled Phone Demo:

- Demonstrates access to music in a myplay Locker from a cellular phone display
- Support for all popular Wireless Application Protocol (WAP) microbrowsers
- HDML/WML compliant
- Next generation wireless packet data networks will enable myplay to stream multimedia content to the wireless phone

#### Handheld Device Demo:

- The myplay Locker completely optimized and formatted for the best viewing on handheld devices, such as the Handspring Visor with an MP3 Springboard module
- Access artist info, receive Concert Alerts, or share a DJ mix with a friend with just a few stylus taps

#### Digital Audio Car Stereo Demo:

- Myplay interface to an MP3 car stereo that contains a 25GB hard drive (enough to hold 600 CDs worth of music), Ethernet connection, and runs Linux
- From the myplay Locker, music can be moved to the car stereo over a short-range wireless Ethernet, allowing customers to "fill up" their cars with music while parked at work or at home

#### The myplay Locker

Upon signing up for the free myplay service at [www.myplay.com](http://www.myplay.com), customers are given a digital storage locker with 3GB of storage (the equivalent of 60 CDS at 128kbps, CD quality, or 300 CDs at 24kbps, FM quality). They can then search for new music on the Internet and simply click and drag a file URL into their locker using the myplay DropBox;

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or "rip" music from their own CD collections for storage in their locker. To further serve its members, myplay keeps them up-to-date on their favorite artists by providing links to liner notes and discographies, as well as individualized e-mail updates on free tracks and music news.

Myplay also works with record labels as a marketing channel via its Target Music Marketing (TMM) program. TMM is the first direct marketing music promotion in which users are targeted based on the "actual music" they keep in their locker, stated preferences, and listening habits, and gives labels the opportunity to establish a relationship with music fans throughout the pre- and post- record release campaign.

#### About Myplay, Inc.

Myplay ([www.myplay.com](http://www.myplay.com)) launched in a record 100 days, debuting on the Web in October 1999. Led by company founders and former Apple Computer colleagues Doug Camplejohn, CEO, and David Pakman, SVP of Business Development, myplay is the legal and industry-supported online service that gives consumers the ability to store, manage and legally share their personal music collections online. The company is the creator of the digital music Locker(TM) and was the first online music service to pioneer the "copy to Locker" button. Myplay's executive team is comprised of talented individuals from both the Internet and music worlds. The company has formed strategic partnerships with both major and independent record labels, including Dreamworks and Artemis Records, as well as AOL's Winamp and Spinner, Emusic.com and Rollingstone.com. It has received funding from respected venture capital firms Vulcan Ventures, IVP, Integral Capital Partners, and investment bank Allen & Company. Based in Redwood City, CA, with an office in New York City, myplay can be contacted by phone at 650-620-6900 or by e-mail at [info@myplay.com](mailto:info@myplay.com).

To learn more about myplay, please visit the following URL:

-- DEMOMobile 2000 online press kit:

<http://www.newsdesk.com/vnr/vnrviewco.htm?cli=PRMYPL&show=145130>

-- myplay corporate information

<http://www.myplay.com/corp/aboutus.html>

SOURCE myplay, inc.

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