FOR IMMEDIATE RELEASE

CONTACT: Melody A. Townsel

**Buzz Public Relations** 

214/744-0095

melody@coffeeblack.com

UNIDEN, FULLAUDIO TEAM TO EXPLORE WIRELESS AUDIO UNIT

Electronics Giant Mulling Hardware to Play Downloads at Home

Las Vegas (January 8) – Uniden America Corporation, a global leader in consumer electronics, announced today that it is in discussions with FullAudio Corporation to design and supply hardware to support FullAudio's Music On Demand subscription service, among other emerging broadband services. The announcement, which closely follows the morning debut of Uniden's new Evolo<sup>TM</sup> suite of broadband products for the home, is the first of a number of agreements Uniden anticipates inking over the coming months in the consumer broadband arena.

In the announcement, Uniden director of product planning Art Tsubaki stated the company's interest in designing, manufacturing and distributing through its existing retail channels a line of hardware devices to support broadband services including FullAudio's Music On Demand. In addition, Uniden may work with FullAudio to promote subscriptions to the service under a revenue-sharing arrangement, focusing initially on the consumers of FullAudio's Network Operator Partners – including Texas-based Clear Channel Communications.

"Today, Uniden is single-mindedly focused on the ways consumers will turn to wireless solutions at home – and Americans definitely have strong emotional ties to music," Tsubaki said. "Uniden is confident that consumer demand for broadband services, including FullAudio's On-Demand music subscriptions, will grow exponentially over the medium term."

-more-

## Uniden/p. 2

In November, FullAudio inked an agreement to serve as the exclusive, on-demand music subscription provider for Clear Channel radio-station websites in five major U.S. markets: Chicago, Houston, Los Angeles, Phoenix and Salt Lake City. Under the terms of the deal, FullAudio will offer 30 co-branded, subscription music services to the stations' listeners for monthly fees ranging from \$5 to \$15 dollars. FullAudio's first service is slated to launch by end-month.

Both Uniden and FullAudio stressed the latent demand that consumers have for broadband technology in the home. "The combination of our Uniden hardware and services like FullAudio's will allow music-lovers for the first time to wirelessly send via remote control stored or streaming music from their computer to a stereo in a different room," said Uniden President & CEO Al Silverberg. "Our hardware will be a major enhancement for music fans, eliminating the need for expensive wiring and equipment in every room of the house. We at Uniden believe it's these kinds of advances that consumers will increasingly demand over the coming decade."

## **About Uniden America Corp.**

Uniden America Corporation, the North American subsidiary of Japan based Uniden Corporation, manufactures and markets wireless consumer electronic products including cordless telephones, business telecommunications systems, multimedia communications devices, scanner radios, CB radios, FRS, Marine radios and other wireless personal communications products. Based in Fort Worth, Texas, Uniden sells it products through dealers and distributors throughout North, Central and South America. For more information on Uniden, please visit <a href="www.uniden.com">www.uniden.com</a>.

-more-

## Uniden/p. 3

## **About FullAudio**

FullAudio Corporation is a digital service provider offering distribution partners a platform for the digital distribution of intellectual property content. The company's first offering, a digital music distribution service, works with the music industry, artists and songwriters to create a legal and secure means to distribute music to consumers. Delivering diverse content from the industry's leading record labels and other music resources, FullAudio allows partners to provide a personal service that allows listeners to discover new music, create their own collections, and listen to digital music on PCs and a range of portable devices.

Founded in April 1999, FullAudio's advisors and investors include Larry Rosen, both founder and CEO of N2K, the company behind Music Boulevard, and co-Founder and CEO of GRP records; Joel Schoenfeld, former general counsel and SVP of BMG Entertainment; Randy Komisar, who helped launch both TiVo and WebTV; Kettle Partners; New Enterprise Associates; and Venture Strategy Partners. For more on the company, please visit <a href="www.fullaudio.com/pressroom.jsp">www.fullaudio.com/pressroom.jsp</a>

# # #