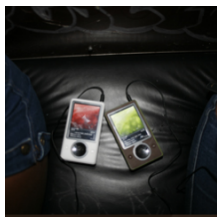


14 November 2006

By: Marius Oiaga, Technology News Editor



Microsoft's Zune on Store Shelves Today

Aiming no less than to change the way people experience digital music

The fact that Zune will be available from more outlets than any other Microsoft product reflects the software company's high focus level on the portable media player market. Starting today, the 30GB Zune digital media player will be made available on the shelves of approximately 30,000 US retailers. Microsoft announced that the black, brown and white Zune devices will retail for \$249.99. "We wanted to bring Zune to life with a celebration of live music, shared between artists and fans across the country, and really make today all about embracing the social aspect of music," said Bryan Lee, corporate vice president of the Entertainment Business at Microsoft. "Zune is all about changing the game to make music more social, and at launch we are just scratching the surface of how wireless technology is going to enable social interaction in the future." The celebration of live music Lee is referring to involves celebrating the launching of Zune and the afferent online music service via free music concerts across the United States. Microsoft revealed that Chairman Bill Gates has taken the stage at the first Zune concert in Westlake Park in downtown Seattle. During his time on stage, Gates underlined the role Zune is playing in enabling users to connect, discover and share music. "Music has always been experienced in a community, and through Zune, Microsoft is building a robust and unique digital music community platform that enables consumers to share, sample and download their favorite music," said Alex Zubillaga, executive vice president of Digital Strategy and Business Development at Warner Music Group. "Warner Music commends Microsoft on the launch of the Zune digital media player and Zune music store, and is proud to be a content partner of this important addition to the dynamic and growing digital music space."