

Napster now on TV

Loewe is first to offer Napster on TV in UK

Irvine. – Loewe has integrated Napster, the digital music service, into its TV-based web portal, Loewe MediaNet. This makes Loewe the first television manufacturer to offer Napster through its screens in the UK. All internet-enabled TVs from the Individual LED, Connect LED and Art LED product families will now have access to everything that Napster has to offer, directly via the TV remote control. Napster currently provides on-demand access to over 15 million songs from 1.4 million albums and 1.1 million artists of every genre. Users also have access to numerous personalised listening options, including pre-programmed radio channels and handpicked playlists from the Napster music editorial team, the latest new releases, official charts, and Napster's Automix, which allows users to find songs to perfectly suit their individual music tastes.

Loewe MediaNet, with its clearly laid out and edited content, offers a selection of Internet sites which are optimised for display on large flat-screen TVs. Over and above this there is also the option of creating personal favourites. Uncomplicated and the epitome of convenience, MediaNet allows Internet content to be accessed entirely independently of the PC. Surfing the web with the remote control is child's play courtesy of the established Internet browser Opera, which enables access to content such as infotainment pages, information services for the stock market, news and weather reports, social media and the latest addition – exciting Napster content.

To mark the launch of this cooperation, owners of compatible TVs who register with Napster can try NapsterUnlimited for 14 days, free of charge.

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About Loewe

Founded in Berlin in 1923, Loewe is one of the oldest consumer electronics brands in the world. The company specialises in premium-quality flat screen televisions and high-performance audio-visual system solutions across four key product ranges: Art, Connect, Individual and Reference.

In its early years, the company worked closely with John Logie Baird in the development of television and in 1931 delivered the world's first public demonstration of electronic TV broadcasting. In 1998, it launched the first TV set with internet connectivity; in 2005, it created customisable TV with the Individual range; and in 2008, it pioneered the concept of using a TV set as a digital media 'hub' when it launched Connect.

Award-winning design, innovative technology and superior quality are features of all products sold under the Loewe premium brand. Current technological highlights include home entertainment systems with high-definition picture quality, an integrated hard disk recorder and a perfect connection between internet and television. In 2010, sales for the publicly listed company totalled € 307.3m, with EBIT of -€ 5.3m. Loewe manufactures and distributes televisions, Blu-ray players, DVD recorders, audio components and multiroom solutions. The company has around 1,000 employees and, on an international level, is represented in 50 countries.

www.loewe-uk.com

About Napster

Napster (www.napster.co.uk), the pioneer of digital music, offers the ultimate in interactive music experiences, creating better ways to discover, share, acquire and enjoy the universe of music - anytime, anywhere. The Napster service is the easiest way to find, discover and enjoy the universe of music online, on the go and around the home.

With unlimited, on-demand access to music from a computer, mobile and home entertainment device, Napster lets you enjoy music your way anytime, anywhere. The service is available at www.napster.co.uk in the UK and is also available in the US, Canada and Germany. A wholly owned subsidiary of Best Buy, Inc. (NYSE: BBY), Napster is headquartered in Los Angeles.

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