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**FOR IMMEDIATE RELEASE**

## **SONOS ADDS TWO FREE GLOBAL RADIO SERVICES TO THE HOME LISTENING EXPERIENCE**

### ***AUPEO! And Stitcher SmartRadio Now Playing on Sonos***

**SANTA BARBARA, Calif – June 1, 2011** – Sonos, the leading developer of wireless music systems for the home, today took another step in streaming all the music, radio, news and podcasts on the planet by adding two innovative and global radio services to the Sonos experience - [AUPEO! Personal Radio](#) and [Stitcher SmartRadio](#)™.

Beginning today, all Sonos customers around the world can tune in to these services for free by simply registering at [www.AUPEO.com/Sonos](#) or [www.stitcher.com](#). After registering, go to the Music Menu on any [Sonos Controller](#), touch More Music and add the service to Sonos.

“Our goal at Sonos is to continuously connect our customers with all the music and radio on the planet,” said John MacFarlane, CEO, Sonos, Inc. “Providing them with two free, innovative radio services like AUPEO! and Stitcher enhances their listening experience and increases their entertainment choices at home.”

#### **AUPEO! Personal Radio**

AUPEO! Personal Radio, now free with every Sonos system, is an Internet radio platform that lets you stream music for free and offers an excellent music discovery experience. Build your personal radio station starting with a music genre and influence it with “Love” and “Ban” buttons – you’ll only get music you really like! Choose from 100+ expertly crafted Genre Stations, search for a specific artist on Artist Radio or tune your Personal Radio with the one-of-a-kind Mood Selector to match your mood. Plus, AUPEO! is offering all Sonos customers a free 14-day trial of AUPEO! Premium, which features ad-free listening and higher streaming audio quality.

#### **Stitcher SmartRadio**



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Stitcher SmartRadio, now free with every Sonos system, is a podcast and Internet radio service that streams all of your favorite podcasts and radio shows, on-demand with no need for downloading or syncing. Choose from more than 5,000 shows in news, comedy, sports, talk, and entertainment from brands as diverse as NPR, CNN, Fox, BBC World Service, TechCrunch headlines, Adam Carolla and more. You can even personalize your listening experience by “stitching” together your favorite shows to create your own customized playlist and also discover new shows based on your past listening preferences.

For more information about Sonos or to locate an authorized Sonos dealer in your area, please visit [www.sonos.com](http://www.sonos.com) or call 877.80.SONOS.

#### **About Sonos, Inc.**

Sonos® is the leading developer of wireless multi-room music systems for the home. The Sonos Multi-Room Music System is the first, wireless multi-room music system that lets you play all the music you want all over your house – and control it all from the palm of your hand. Sonos liberates the music stored on a computer so it can be enjoyed all over the house. In addition, by partnering with audio services like AUPEO, Deezer, iheartradio, Last.fm, MOG, Napster®, Pandora®, Rdio®, Rhapsody®, SiriusXM Internet Radio, Spotify, Stitcher SmartRadio™, TuneIn, Wolfgang’s Vault, and more, Sonos gives music lovers instant, computer-free access to millions of songs, thousands of radio stations, audiobooks, and more. The award-winning Sonos Multi-Room Music System is available at more than 6200 retailers in over 65 countries worldwide; or direct from Sonos at [www.sonos.com](http://www.sonos.com). Sonos is a privately-held company, headquartered in Santa Barbara, CA with offices in Cambridge, MA, Hilversum, Netherlands, Shenzhen, China, and Penang, Malaysia.

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#### **About AUPEO!**

AUPEO! was founded in 2008 and is the leading provider of personalized music streams for the web and for Internet connected devices. It offers high quality content radio stations, which offer the user an individual music program suited to their tastes, and recommends new music to them. The recommendation technology is based on an algorithm from the Fraunhofer Institute, the inventors of MP3. AUPEO! works with many leading manufacturers of connected devices and is available on the website [www.aupeo.com](http://www.aupeo.com) as well as coming pre-installed on Netbooks, connected TVs, all web-radio devices, and on many smartphones. Main partners, among others, are Loewe, Philips, ASUS, Acer, MINI and Terratec. For more information visit [www.aupeo.com](http://www.aupeo.com).

#### **About Stitcher SmartRadio**

Stitcher SmartRadio™ delivers personalized audio programming, on-demand, directly to mobile devices. Stitcher lets listeners stream the latest in news, sports, talk, entertainment, and more anytime, anywhere without having to download or synchronize content from the web. It’s the easiest way to stay connected to the content listeners love while on-the-go. Users can download Stitcher SmartRadio™ at [www.stitcher.com](http://www.stitcher.com) or at the iTunes, Android, Palm & BlackBerry app stores. For more information visit [www.stitcher.com](http://www.stitcher.com).

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