



## U.S. Press Information

### **BMW Partners with MOG on a NEW BMW Apps Certified App.**

#### **MOG On-Demand Streaming Music Service and BMW to develop in-car integration for on-demand music for BMW USA.**

**Woodcliff Lake, NJ and Berkeley, CA – August 22<sup>nd</sup>, 2011...** BMW of North America announced today that it is partnering with MOG to develop a new BMW Apps Certified App, which the companies expect to bring MOG's award-winning, on-demand streaming music service to BMW vehicles equipped with the BMW Apps smartphone app integration option. The two companies will demonstrate a beta version of the app at the North American press launch of new 6 Series Coupe.

"The partnership with MOG is another great step for BMW Apps, as we continue to listen to our customers and work to assess, develop and launch the apps they want most in a timely manner," said Paul Ferraiolo, Manager of Product Planning and Strategy for BMW of North America. "The development of BMW Apps enables us to bring new features into the car with a speed that simply was not possible before. Stayed tuned, there will be more to follow."

"We're thrilled to work with BMW to unveil a premium automotive integration of an on-demand music service," said David Hyman, CEO of MOG. "We remain focused on giving people ways to enjoy music wherever they are, and we are jointly designing a MOG user experience specifically for BMW USA that makes it fast, easy and safe for drivers to enjoy unlimited, uninterrupted music and still focus on the road. People listen to music while driving more than anywhere else, so it's critical for us to offer MOG in the car," Hyman added.

The demonstration app that will debut in Monterey will preview the advantages of offering an on-demand music service that is deeply integrated into BMW's premium ConnectedDrive technology.

The beta MOG app for the BMW Apps option showcases the following capabilities:

- **On-demand streaming:** Unlimited, ad-free listening to any artist, album, or song at any time from virtually anywhere.
- **Seamless integration:** Easy to browse and search, play, re-play, or skip to your favorite songs using the existing BMW iDrive controller and steering wheel controls.
- **Storage:** MOG will allow users to store their MOG music on their phone, enabling access to their favorite titles even when a data connection is not available.

- **MOG radio:** Only MOG offers patent-pending "MOG Mobius" music discovery engine, which enables users to switch between true "artist only" radio or a full mix of similar artists.
- **Curated content:** Users will have access to New Releases, Editor's Picks, top Charts, Featured Playlists, and Custom Radio, in addition to their own tagged songs from within the MOG music service.
- **Highest quality audio:** MOG downloads music at 320kbps, which provides the highest quality listening experience.

The final MOG app would allow BMW USA customers to download the MOG app, connect an iPhone via USB, and MOG will immediately work with the existing BMW Navigation systems equipped with the BMW Apps option.

MOG offers a \$9.99 per month MOG Primo subscription plan, which provides subscribers with access to MOG for unlimited, on-demand listening access online at MOG.com, through the MOG app on iPhone and Android phones, through compatible CE devices from major manufacturers such as Roku, Sonos and LG, and soon Samsung and Vizio, all via a single MOG account.

### **About MOG**

MOG, Inc. is a next-generation music media company founded in June 2005 by David Hyman, former CEO of Gracenote. MOG's all-you-can-eat, on-demand listening service provides access to a vast library of over 11 million songs and over one million albums through its mobile apps on iPhone and Android phones, online, and on streaming entertainment devices. MOG, Inc. is also the provider of The MOG Music Network (MMN), the premier destination for music content online and the largest music-focused advertising network consisting of over 1500 music sites, reaching nearly 40 million people each month.

Headquartered in Berkeley, California, MOG Inc. investors include Menlo Ventures, Balderton Capital, Simon Equity Partners, Universal Music Group and Sony Music. Grammy-winning record producer Rick Rubin, named by *TIME* Magazine as one of the "100 Most Influential People in the world," is a member of MOG's Board of Directors.

### **BMW Group in America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand

of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles® and X6 Sports Activity Coupes™. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 107 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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