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## **ELAN™ Home Systems and Ready To Play Announce Relationship To Promote New Services For ELAN's VIA!®dj Digital Music Servers**

*Companies Co-Market Ready To Play Conversion and Loading Services  
to Benefit ELAN Dealers and End Customers*

**LAS VEGAS, NV** – ELAN™ Home Systems, a leading manufacturer of award-winning multi-room audio/video and home automation systems, announced today that the company has entered into a co-marketing relationship with Ready To Play to promote Ready To Play's efficient CD conversion and server loading technologies as a suite of add-on services to all ELAN Dealers who install the company's VIA!®dj Digital Music Servers.

ELAN Dealers working with Ready To Play can now offer their Customers these additional services which include CD conversion (known as ripping), rapid server loading and disaster recovery with the ability to offer these services faster and more profitably than ever before.

"ELAN's partnership with Ready To Play is the latest measure in our continuous efforts to augment music server services that our Dealers can offer their Clients," says Bob Farinelli, ELAN's President and Chief Technology Officer. "By offering our Dealers the ability to utilize Ready To Play's services with our VIA!dj products, we are providing them with the opportunity to further satisfy their Customers' needs and to realize additional profits. This relationship complements our VIA!dj product family. It will no doubt inevitably lead to more Server sales and is in line with our ongoing mission to deliver the custom industry's finest in music server solutions available."

"We've developed the technology for loading VIA!dj Music Servers with extreme speed and precision," added Jeff Tedesco, CEO and Founder of Ready To Play. "ELAN Dealers will appreciate our turnkey services, file tagging accuracy, and the fact that we don't intrude on their relationship with customers."

ELAN offers three different VIA!dj Digital Music Server models, which all have internal drives capable of storing hundreds of CDs in MP3 or uncompressed format. ELAN Dealers offer these products as part of a complete, customized multi-room home audio system to their Clients. The recently announced new VIA!dj-hc can store more than 4,000 hours of digitized music which can create a lengthy conversion process for the Installer. As a result of this arrangement, ELAN Dealers will now have direct access to Ready to Play's services for any of the three different VIA!dj models, including the new VIA!dj-s and VIA!dj-hc. According to the agreement, ELAN Dealers will contact Ready To Play directly, and can send their collections in for fast, highly efficient turn-around on any or all of the services.

ELAN and Ready To Play will launch the full Dealer services on or before January 15<sup>th</sup>, 2005. Interested Dealers may contact either Ready To Play or ELAN for additional details.

"We are enthusiastic about the co-marketing relationship with Ready To Play and see this as a winning move for all involved," added Cat Fowler, ELAN's Vice President of Marketing and Technical Services. "Our Dealers can offer a completely perfected system to their VIA!dj Customers and gain additional profits, while the Customer is ensured a totally satisfying multi-

room digital music experience. By leveraging these new services, our Dealers can also spend more time on their Customers and new system sales.”

About Ready To Play:

Ready To Play, Inc., is a privately held company based in Palo Alto, California that provides digital music services including CD conversion, audio server and portable digital audio device loading and disaster recovery services. Ready To Play offers these services to customers through retail partners such as Cambridge Soundworks and home audio server manufacturers such as ELAN Home Systems. Ready To Play also has partnerships in Europe through Rip Factory, a United Kingdom based company. The company is on the web at [www.readytoplay.com](http://www.readytoplay.com). Ready To Play believes in the joy that music adds to life and supports the legal integration of music into a digital lifestyle.

About ELAN Home Systems:

ELAN Home Systems is a leading manufacturer of innovative, award-winning Multi-room audio/video and home automation systems. Based in Lexington, KY, the company’s systems were the first to integrate audio, video, phones and third-party products to create a seamless, easy-to-use “whole house” experience. The company’s unique products provide complete lifestyle, feature-rich solutions, yet can be configured to fit the specific needs of every homeowner. ELAN products are distributed through a comprehensive channel of select dealers and distributors throughout the United States, Canada and 58 countries worldwide. To learn more, visit [www.elanhomesystems.com](http://www.elanhomesystems.com).

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