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For immediate release

Integra and ReadyToPlay Join Forces to Promote CD to MP3 "Ripping" Services For Network Audio Servers

Program gives dealers and installers streamlined means of pre-loading customers' CD collections to Integra music servers

UPPER SADDLE RIVER, NJ (4/5/05) – Integra, the nation's leading brand of audio-video components for custom installation, and ReadyToPlay, a Palo Alto based digital music service provider, have announced the launch of a joint marketing program to promote ReadyToPlay's high speed CD conversion and loading service. This service, commonly known as 'ripping,' involves converting conventional audio CDs into data files, which can then be stored as a variety of compressed or uncompressed formats, including MP3 and PCM. The company also offers optional backup and restore services to protect customers' music collections.

The campaign includes development of educational and promotional materials targeted at resellers, installers, and end-users of Integra's NAS line of digital audio servers. The companies will conduct mutual advertising of products and services on the companies' websites, and via email.

"Our network audio servers give installers a simple, extremely powerful tool for centralizing and distributing large music libraries," said Integra national product and marketing manager Eric Harper. "Ripping and loading an entire CD collection, however, can be an extremely time consuming and costly process. ReadyToPlay offers a rapid, cost-effective, and extremely accurate means of accomplishing this task."

Integra currently offers two network audio servers, each including the company's exclusive Net-Tune Ethernet distribution capability to provide independent audio streams to as many as 12 Net-Tune client devices. The NAS-2.3 includes an 80 GB hard drive capable of storing up to 1300 hours of digital audio as compressed or uncompressed data files. The newly-introduced NAS-2.6 features a 160 GB hard drive for twice as much storage, and line level outputs to four independent zones of conventional audio gear.

"We help the dealer deliver a true 'plug and play' experience to the end-user, which will help dealers expand their business and increase customer satisfaction," said Jeff Tedesco, CEO and founder of ReadyToPlay. "In most cases, customers are already paying the installer to perform ripping and loading, and we provide a profitable means for dealers to outsource this service without any interference in their relationship with the customer."

In addition to increased speed and reliability, ReadyToPlay also provides technical advantages, such as verification of ripped tracks for reduced playback errors, and improved tagging of music files for better classification and playlist selection.

About Integra

Integra designs and manufactures premium Home Theater receivers, processors, amplifiers, and DVD players that are specifically designed to meet the needs of custom audio/video systems installers. Systems integration and convergence technology protocols include RS-232, A-BUS, IR and on-board Ethernet for network connectivity and TCP/IP control. Integra has access to vast technical resources, and bears a proud heritage of over 50 years of audio engineering excellence. For more information about Integra and its many fine products, visit www.integrahometheater.com or call 800 225-1946.

About ReadyToPlay

ReadyToPlay, 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. ReadyToPlay offers these services to customers through retail outlets such as Cambridge Soundworks and other distribution channels. ReadyToPlay also has partnerships in Europe with Rip Factory, a United Kingdom based company. The company is on the web at www.readytoplay.com. ReadyToPlay believes in the joy that music adds to life and the legal integration of music into a digital lifestyle.

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