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NICK CARTER JOINS RIPPING REVOLUTION AS VICE PRESIDENT OF MARKET STRATEGY; LAUNCHES EASTERN RIPPING CENTER

SAN MARCOS, CA – August 8, 2006 – Ripping Revolution, a music loading service that converts CDs to digital media for servers and portable players, has added Nick Carter as vice president of market strategy. He will lead the sales effort for the eastern market, while providing market strategy and business development for all markets. The eastern ripping center is launching in November, enhancing the service capability of the company, reducing dealer shipping costs and shortening the turnaround cycle.

A founding member of the Custom Electronics Design and Integration Association (CEDIA), Carter brings decades of industry experience, notably as sales vice president at media server pioneer ReQuest. There he launched the AudioReQuest line of music servers into the CEDIA channel.

“Nick brings a unique set of skills and experience to the table,” says Sean Manzanares, founder and CEO of Ripping Revolution. “His experience building CEDIA resale channels, combined with his pioneering launch of the media server category is a compelling track record. Nick’s addition gives Ripping Revolution the talent, technology, and industry expertise to provide the highest service level in the industry.”

Ripping Revolution saves custom installers an incredible amount of time and money, providing best-in-class solutions for loading CD collections onto media servers using state-of-the-art robotic and computer automation. Custom software used by the company ensures the metadata (important song information title, artist, album, genre, etc.) is perfectly cataloged and accurate with the CD cover art included. Metadata is crucial to music fans and imperative to home system specialists whose clients spend thousands on design, installation and programming to achieve simplicity and control. Quality metadata greatly improves the user interface and assures quality system functionality.

For more information, please visit call 800-411-1157 or log onto <http://www.rippingrevolution.com>.

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About Ripping Revolution

Ripping Revolution offers high volume, fast turnaround services for both the music lover and the audio/visual dealer. Founded by consumer electronics entrepreneur Sean Manzanares, the San Marcos, Calif.–based company uses the latest robotics technology to convert hundreds of CDs per hour at a low unit price into all popular digital formats, including MP3, AAC, WMA, FLAC and WAV.