



PRESS RELEASE

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RIPPING REVOLUTION SELECTED BY CRESTRON AS INTEGRATED PARTNER



SAN MARCOS, CA – December 11, 2006 – Ripping Revolution is proud to have been tested and certified by Crestron as an Integrated Partner. “We’re looking forward to a mutually beneficial partnership,” says Nick Carter, Vice President of Market Strategy at Ripping Revolution. “Crestron is a market leader and we’re honored to be a certified provider of CD conversion and loading services,” adds Carter.

A CEDIA (Custom Electronics Design and Integration Association) Member company, Ripping Revolution is a CD encoding service targeting the custom AV market. “Our services are tailored to the needs of custom dealers who are incorporating media servers into high-end systems,” says Carter. “Using state-of-the-art robotics and metadata grooming software, Ripping Revolution has the technology, talent, and industry expertise to provide the highest service level in the industry.”

Crestron’s Integrated Partner program is designed to ensure seamless integration and full-functionality of partner manufacturers’ products in a custom Crestron automation solution. Membership includes a powerful coalition of manufacturers from many diverse markets. Crestron has been the leader in the systems integration market for more than thirty years. Crestron believes in an open platform approach allowing partner manufacturers’ products perform to their native specifications as plug-and-play devices in a Crestron system.

“The rapid growth of our Adagio line of media servers has dramatically increased the importance of displaying accurate metadata on our touchpanels. Ripping Revolution understands the Crestron dealer channel and the increased level of support required for their demanding applications. Ripping Revolution’s commitment to high-end service mirrors Crestron’s, and as such, we welcome them into our family of 300+ Integrated Partners,” says Chris Wildfoerster, Director of Business Development at Crestron.

“With a team of seasoned CEDIA talent, and Ripping Centers in Southern California (HQ), Denver, and North Carolina, Ripping Revolution has the coverage and capacity to lead the market,” says VP of Market Strategy, Nick Carter. “Our regional strategy reduces dealer shipping costs and shortens the turnaround cycle for faster, for more efficient order processing.”

Focal to their market strategy, Ripping Revolution recently launched CediaRip – their flagship encoding service. “As systems like Crestron incorporate the music metadata and cover art as crucial elements of the user interface, data accuracy is paramount to the user experience,” adds Carter. “CediaRip was tailored to the needs of CEDIA dealers, providing thorough metadata grooming and validation for the level of accuracy needed to deliver a quality end-user experience.”

For more information on Ripping Revolution, please visit <http://www.rippingrevolution.com>.

For more information on Crestron, please visit <http://www.crestron.com>.