

NiveusMedia[❄]

PRESS RELEASE

Contact: Niveus Media at 408.942.2929

NIVEUS MEDIA AND RIPTOPIA TEAM UP TO OFFER INVALUABLE CD CONVERSION SOLUTION

New partnership saves time (and minimizes headaches) for Niveus Authorized Dealers and their clients!

Orlando, FL – EHX Spring 2008 – March 13-15th – Niveus Media, the award-winning manufacturer of whole-home digital entertainment solutions, is proud to announce their partnership with Riptopia, the leading digital data processing company. Niveus Authorized Dealers and their clients can now leverage Riptopia's digital music processing service, which includes the conversion of CDs to high-quality audio files for transfer to Niveus Media Servers, maximizing installation efficiency and overall satisfaction.

Niveus Media Servers provide users with remarkable home entertainment convenience and performance and while the end result is first-rate, importing an entire CD collection one disc at a time can be unnecessarily time consuming. Riptopia's ability to process thousands of CDs in one day to commercial-grade digital files provides an incredibly time efficient and practical solution for loading prized audio content onto Niveus Media Servers.

“Leveraging Riptopia's sophisticated conversion process, Niveus Authorized Dealers now have a far superior solution for loading CD content onto their client's servers,” states John Trimbach, Vice President Sales, Niveus Media. *“Much like Niveus, Riptopia boasts a refined solution and a value added service for dealers, offering performance, convenience, and incentive.”*

Consistent with Niveus' commitment to superior quality, Riptopia ensures that the integration into the Niveus Media Server content catalogue is seamless and complementary. Riptopia's sophisticated process, including the correction of damaged CDs and digitizing to lossless and high bit-rate formats, preserves the audio signal and results in HD music that faithfully reproduces the original CD. Riptopia also employs an advanced data-grooming process to ensure that audio content is added to the music library as an intuitive and flavorful catalogue, complete with metadata and rich album art. CD collections sent to Riptopia for conversion are

returned to the customer along with a hard drive containing the digital audio files, primed for loading onto the server.

Beyond convenience and quality assurance, Riptopia also offers dealer a much deserving revenue stream, on a per disc basis. For more information on Riptopia, visit www.riptopia.com.

For more information on Niveus, visit www.niveusmedia.com.

About Niveus Media, Inc.

Since 2002, Niveus Media, Inc. has engineered and manufactured high-performance media solutions that take whole-home digital entertainment to an entirely new level. Niveus is an award-winning manufacturer of high-end Media Centers, storage servers, and advanced control software designed specifically for the consumer electronics market. Committed to providing innovative, integrated digital entertainment devices for the networked home, Niveus has simplified the management and enjoyment of digital media at home. For more information, visit www.niveusmedia.com.

About Riptopia

Riptopia is a national digital media company that specializes in converting legacy media archives into high quality content for digital distributors and retailers, record labels, and radio stations. Riptopia is a member of CEDIA and CEA, and its patent pending systems quickly convert large CD and DVD collections into digital libraries for upload onto the latest media centers and music servers. Riptopia is part of BP Digital Media, Inc., and is headquartered in California. For more information, visit www.riptopia.com or call 800-874-4921.

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Sarah Goodrich s.goodrich@niveusmedia.com