

BMW

U.S. Press Information

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BMW Launches the Next Wave of In-Car Entertainment with MOG First in-car integration of on-demand music now available in BMWs in the US

Woodcliff Lake, NJ and Berkley, CA – November 15, 2011... BMW and MOG today announced availability of MOG's award winning on-demand music service in all 2011 BMW vehicles equipped with the BMW Apps option in the US. This is the first integration of an on-demand music service in the car, transforming the way music fans listen to music on the road and expanding the number of places music lovers can enjoy the ultimate music listening experience.

After becoming a MOG Primo customer, BMW drivers simply need to launch the new version of the MOG app on their vehicle-connected iPhone and MOG will immediately appear in the BMW Apps-enabled infotainment system, giving music lovers instant access to MOG's vast catalog of over 13 million songs.

"The partnership with MOG is another great step for BMW Apps, as we continue to listen to our customers and work to assess, develop and launch the apps they want most more quickly than ever before" said Rob Passaro Head of the BMW AppCenter.

"It is a real thrill to be the first on-demand music service in the car, and to truly transform a powerful, personal environment for experiencing music," said David Hyman, CEO of MOG. "This will make it fast and easy for drivers to enjoy the music they love, uninterrupted and unlimited, while maintaining their focus on the road," Hyman added.

"People listen to music more while driving than anywhere else, so it was critical for us to offer MOG in the car," said Drew Denbo, SVP of Business Development at MOG. "BMW has been

an incredible partner on this journey and we're excited to finally bring this unique experience to fruition for the most avid auto and music lovers in the US."

The MOG iPhone app enables the following capabilities in the BMW Apps infotainment systems:

On-demand streaming: Unlimited, ad-free listening to any artist, album, or song at any time from virtually anywhere.

Seamless integration: Easy to browse and search, play, re-play, or skip to your favorite songs using the vehicle's existing infotainment controller and steering wheel controls.

Storage: MOG will allow users to store their MOG music on their phone, enabling access to their favorite titles even when a data connection is not available.

MOG radio: Only MOG offers patent-pending "MOG Mobius" music discovery engine, which enables users to switch between true "artist only" radio or a full mix of similar artists.

Curated content: Users will have access to New Releases, Editor's Picks, Top Songs, Featured Playlists, and Featured Radio in addition to their own tagged songs from within the MOG music service.

Highest quality audio: MOG downloads music at 320kbps, providing the highest quality listening experience.

To enable the MOG on-demand service in the vehicle, BMW customers will need to become MOG Primo subscribers and use version 1.8.6.41 or later of the MOG iPhone app. Additional information and Getting Started guides are available at www.bmwusa.com/apps. Customers can go to www.mog.com/bmw to sign up for MOG Primo plans.

MOG offers a \$9.99 per month MOG Primo subscription plan, which provides subscribers with access to MOG for unlimited, on-demand listening access online at MOG.com, through the MOG app on iPhone and Android phones, through compatible CE devices from major manufacturers such as Boxee, Roku, Sonos, Squeezebox, LG, and Samsung, all via a single MOG account.

Experience the new BMW Apps ready MOG App live at the press days at the Los Angeles International Auto Show on November 16 and 17. Demonstrations will take place at the BMW display. Rob Passaro, Head of the BMW AppCenter and Drew Denbo, SVP of Business Development at MOG will be available for interviews.

About MOG Inc.

MOG Inc. is a next-generation music media company founded in June 2005 by David Hyman, former CEO for Gracenote. MOG's all-you-can-eat, on-demand listening service provides access to a vast library of over 13 million songs and over one million albums through its mobile apps on iPhone and Android phones, online, and on streaming entertainment and consumer electronic devices. MOG Inc. is also the provider of *The MOG Music Network* (MMN), the premier destination for music content online and largest music focused advertising network consisting of over 1500 music sites, reaching over 59 million people each month.

Headquartered in Berkeley, California, MOG Inc. investors include Menlo Ventures, Balderton Capital, Simon Equity Partners, Universal Music Group, Sony Music and serial entrepreneur, Scott Jones. Grammy-winning record producer, Rick Rubin, named by *Time Magazine* as one of the "100 Most Influential People in the world," is a member of MOG's Board of Directors.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com and www.press.bmwna.com.