

**New Automotive Momentum for HD Radio™ Rollout Spans Factory, Auto Dealers, Retailers Columbia, Maryland – August 20, 2008** – iBiquity Digital Corporation, the developer of digital HD Radio™ technology for AM and FM audio and data broadcasting, today announced significant momentum for HD Radio installations across a broad cross-section including automakers, auto dealers and aftermarket retailers.

“The number of automakers announcing HD Radio receiver installations at the factory continues to grow. Complementing that success, aftermarket retailers are increasing their commitment to the technology as additional products come to market,” said Robert Struble, president and CEO of iBiquity Digital Corporation. “In short, we’re at an inflection point. HD Radio automotive offerings abound and are widely available for vehicles at all levels.”

These gains come after significant momentum from iBiquity’s May announcement of lower-cost, higher-performance building blocks for HD Radio equipment and is hot on the heels of smashing the \$100 price barrier last month.

#### **\* Hyundai, Mercedes begin factory installs of HD Radio receivers**

With the recent announcement by Mercedes-Benz of factory installs of HD Radio receivers on select 2009 model-year vehicles, the list of automakers offering factory install grows to nearly a dozen. Those who announced offerings of HD Radio receivers as factory-installed equipment are BMW (entire product line, including 3, 5, 6, and 7 Series models, as well as X3, X5, and Z4), Ford (all Ford, Lincoln and Mercury vehicles), Hyundai (Genesis rear-wheel drive premium sports sedans), MINI USA (MINI Cooper and Cooper S hardtops), Toyota (Scion), Volvo (C30, C70, S40 T5, S80, V50 T5, V70, XC70 and XC90 models) and Jaguar (luxury XJ sedan).

“Moving HD Radio technology installs to the factory is a significant commitment and important step forward by these automakers,” continued Struble. “We work with our automotive partners to deliver the most attractive opportunities for factory configurations.”

Specifically, Mercedes now offers factory installation of HD Radio equipment within its new-generation telematics systems, found in several of its 2009 model-year vehicles. HD Radio reception is part of Mercedes-Benz’s new generation of entertainment systems developed for its M-, R-, GL-, G-Class SUVs and E-Class vehicles.

Hyundai Motor America is offering HD Radio equipment standard with its navigation-equipped 2009 Genesis models.

#### **\* Ford/Lincoln/Mercury HD Radio Receiver Dealer Accessory Program Moving Forward**

Momentum is also gaining at the dealer level, with Ford Motor Company’s Accessory Group now underway with an innovative upgrade program for most models using product from AAMP of America’s Peripheral brand. The Peripheral product allows for control of the HD Radio tuner and an iPod directly from the factory radio. The Peripheral product consists of the PXAMG Gateway, HDRT HD Radio Tuner, iPod cable and vehicle harness.

Additionally, Peripheral announced that its Gateway and HD Radio tuners are available for installation on various models of Acura, Buick, Cadillac, Chevy, GMC, Honda, Hummer, Isuzu, Lexus, Oldsmobile, Pontiac, Saturn, Scion, Toyota and VW. For compatible vehicle models, view: <http://www.periphralelectronics.com/seeAllApps.aspx?ProductID=279>.

#### **\* Increasing Automotive Aftermarket Presence with HD Radio Products**

Alpine, Boss, Dice, Dual, Insignia, Jensen, JVC, Kenwood, Pioneer, Sony and Visteon all offer mobile HD Radio SKUs. Alpine (TUA-T550HD), JVC (KT-HD300), Kenwood (KTC-HR200) and Pioneer (GEX-P10HD) offer HD Radio tuners that are compatible with many of their aftermarket radios.

Among those with multiple aftermarket receivers, already integrated with HD Radio technology are Dual (XHD6420 and XHD6425) and Jensen (HD5112, HD5212, VM9312-HD (both with others models coming to market soon), and JVC (KD-HDR30, KD-AHD39, KT-HDP1).

Alpine will soon ship its TUA-T550HD HD Radio tuner. The HD Radio tuner connects to the Alpine IDA-X100, IDA-X100M and the IVA-W505 head units to introduce iTunes® Tagging into the mobile environment. For information about the Alpine radios' iTunes Tagging capability view: [http://www.alpine-usa.com/US-en/products/product.php?model=iTunes\\_Tagging](http://www.alpine-usa.com/US-en/products/product.php?model=iTunes_Tagging).

**\* In Car Experts (ICE) Group Supports Mobile Specialty Retailers**

Lastly, in a first of its kind installer-training initiative, strategic marketing group In Car Experts Inc. (ICE) will offer its members innovative products, services and training around HD Radio technology. ICE members provide expertise on the sales floor of specialty mobile electronics retailers with proven business tools, group marketing, idea sharing and enhanced vendor programs, only available when functioning as part of a larger group. ICE members are well versed in launching new consumer technologies.