



Convergence In The Digital Home: EnjoyMyMedia™ & Nintendo Wii™ Bring Personal Media To The Living Room

Personal Media Finally Available Where The Family Gathers

Concord, Mass.—August 1, 2007—EnjoyMyMedia today announced enhancements to its personal broadcasting system that make it easier to receive EnjoyMyMedia channels on Nintendo's Wii. Using EnjoyMyMedia's free Private Netcasting service and Nintendo's popular game console, consumers are no longer limited to the home office. Instead, they can enjoy personal media in its most natural, convenient location—the living room.

EnjoyMyMedia enables consumers to conveniently and safely broadcast their personal multimedia—photos, videos, audio, documents or any other file—over the Internet in live, private channels to their friends and family. A consumer simply saves a file to a PC folder, the channel automatically updates and the channel's subscribers just click to view the broadcast media.

Starting today, Wii users enjoy a streamlined subscription process: authorized subscribers need only click a Wii icon at EnjoyMyMedia.com to add a "Favorite" to the Wii Internet Channel. After that, it is easy to view EnjoyMyMedia channels in your living room—whether they are broadcast by a friend from halfway around the world or to yourself from the home office PC.

As the computer, telecommunications, media and cable industries converge on the digital home, there is a closely contested race to find the right mix of content that will appeal to users beyond the home office. In the days of eight-millimeter home movies and vacation slideshows, personal media sharing was a family activity viewed in the living room. With the onset of digital media, the home office—despite its small screen, few seats and business environment—became the place to not only store but also view personal media. EnjoyMyMedia's personal broadcasting system brings media back to the living room. While consumers may still store personal media in the home office, they can now privately view them on any Wii-connected television.

"Personal media sharing has previously been stuck in the home office," said Keith Loris, president, CEO and co-founder of EnjoyMyMedia. "With EnjoyMyMedia and the Wii, families can now view personal media, with all its emotional appeal, in the comfort of the living room."

How EnjoyMyMedia Works

EnjoyMyMedia, the world's first personal broadcasting system, lets consumers share an unlimited amount of personal media. To begin, users download and install free software, the EnjoyMyMedia Transmitter, from www.EnjoyMyMedia.com. They then select folders to "Netcast" and invite their friends & family to subscribe to their channels. When a file is saved or changed in these otherwise normal folders, EnjoyMyMedia automatically updates all subscribers' channels, such that a click will always transmit the current media. Subscribers need not install any software and EnjoyMyMedia channels can be accessed on or in Nintendo's Wii, smart phones, My Yahoo, iGoogle, My AOL, Microsoft Vista's Sidebar, Facebook, current Internet browsers or any other RSS-compliant system.

Pricing & Availability

Private Netcasting is [free](#). The streamlined subscription process is available now. Support for video file types not natively supported by the Wii Internet Channel is in beta test¹ and will be generally available shortly.

About EnjoyMyMedia

EnjoyMyMedia's personal broadcasting system provides the safest, simplest way to stay regularly connected to family and friends. EnjoyMyMedia broadcasts personal multimedia—photos, videos, audio, documents or any other file—over the Internet in live, private channels only to friends and family. EnjoyMyMedia ensures privacy while removing the time-consuming, manual tasks previously associated with sharing media. Users simply save files and their authorized subscribers just click links.

EnjoyMyMedia turns the act of saving a file into a way to stay in touch, and is the safest and simplest way to keep friends and family updated—not just with ad hoc, special occasion occurrences, but with ongoing, everyday life.

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¹ While EnjoyMyMedia can Netcast any type of file, the Wii Internet Channel only supports a limited number of media types, such as .gif and .jpg images, and Flash 7 video (it does not support popular PC formats such as .wmv, avi, .pdf, .doc, .xls, etc.). Consequently, only the Nintendo supported file types can currently be viewed on the Wii. EnjoyMyMedia is working, however, on a new Transmitter release that will expand the Wii video options and will allow viewing of any video file on the Wii.