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**MINI USA PARTNERS WITH MOG TO DEVELOP A NEW MINI CONNECTED APPROVED APP.**

- MOG On-Demand Streaming Music Service and MINI to develop first in-car integration for on demand music for MINI USA
- Demonstration of a beta version MOG app for MINI Connected to debut at SXSW in Austin, Texas on March 14, 2011

**BERKELEY, Calif and WOODCLIFF LAKE, NJ** -- March 10, 2011-- MOG and MINI USA are partnering to develop a new MINI Connected Approved App, which could bring MOG's award winning, on-demand streaming music service to MINI vehicles equipped with the MINI Connected system. The two companies will demonstrate a beta version of the app, the first ever implementation of an on-demand music service in the car, at a press conference held during South by Southwest (SXSW) in Austin, Texas, on Monday, March 14.

The MOG press conference will take place on Monday, March 14 at 11:30 a.m. EST / 10:30 a.m. CST / 8:30 a.m. PST at TenOak (409 Colorado Street), a new venue within walking distance to the Austin Convention Center, and will also be streamed live on the Web. For additional information about the press conference or to view the live Webcast, visit [www.mog.com/events](http://www.mog.com/events).

"We're thrilled to work with MINI to unveil the first ever automotive integration of an on-demand music service," said David Hyman, CEO of MOG. "We remain focused on giving people ways to enjoy music wherever they are, and we are jointly designing a MOG user experience specifically for MINI USA that makes it fast and easy for drivers to enjoy unlimited, uninterrupted music and still focus on the road. People listen to music while driving more than anywhere else, so it's critical for us to offer MOG in the car," Hyman added.

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The demonstration app that will debut at SXSW will be the first opportunity to test an on-demand music application in the vehicles and gather preliminary feedback from potential users. SXSW media attendees will be able to view demonstrations throughout the press event.

“The partnership with MOG is another great step for MINI Connected, as we continue to listen to our customers and work to assess, develop and launch the apps they want most in a timely manner,” said Jim McDowell, Vice President – MINI USA.

The beta MOG app for the MINI Connected System showcases the following capabilities:

- 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 existing MINI joystick 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.
- Highest quality audio: MOG downloads music at 320kbps, which provides the highest quality listening experience.

The final MOG app would allow MINI USA customers to download the MOG app, connect an iPhone via USB, and MOG will immediately work with the existing MINI Connected system.

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 compatible CE devices from major manufacturers such as Roku and soon Samsung, Vizio, LG and Sonos, and through the MOG app on iPhone and Android phones, all via a single MOG account.

To RSVP to the press conference and / or schedule an interview following the event, please contact [marni@mog.com](mailto:marni@mog.com).

## **About MOG**

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 10 million songs and over one million albums through its mobile apps on iPhone and Android phones, online, and on streaming entertainment 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 nearly 40 million people each month.

Headquartered in Berkeley, California, MOG Inc. investors include Menlo Ventures, Balderton Capital, Simon Equity Partners, Universal Music Group and Sony Music. 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.

### **MINI in the US**

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC which has been present in the United States since 1975. 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, 104 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.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.miniusanews.com](http://www.miniusanews.com).

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