

AOL MUSIC BRINGS TOP 100 MUSIC VIDEO WIDGET TO INTEL-BASED MOBILE INTERNET DEVICES (MIDs)

Dulles, VA, April 1, 2008 – AOL Music (<http://music.aol.com>), the web's most visited music site*, has announced the forthcoming availability of its newly launched GM version of the Top 100 Music Videos Desktop Widget (<http://music.aol.com/help/syndication/desktop-widgets>) to Mobile Internet Devices (MIDs), making it one of the first widgets available on this new platform. Created using Adobe® AIR™, this widget is designed to deliver a rich user experience powered by the Intel® Centrino® Atom™ processor technology.

“These new technology platforms provide us with innovative ways to reach our audience,” said Sun Sachs, Vice President of Key Experiences, Design and Development for AOL, “and provide the consumer with real-time access to our free, premium content across multiple operating systems and devices.”

“With Adobe AIR, the same applications that run on your desktop can now also run on Linux MIDs,” said Michele Turner, vice president of product management and product marketing, Platform business unit at Adobe. “As more applications are specifically developed and designed for smaller screens, Adobe AIR serves to deliver the same rich experience no matter what the platform.”

The free desktop application powered by Adobe AIR allows music fans to watch top rated videos including exclusive content from AOL® Music Sessions, buy albums and ringtones, view photos, as well as stay up to date on artist news.

“Mobile Internet Devices are an exciting and emerging growth market segment in the mobile space. The success of MIDs heavily relies on the user experience these devices deliver,” said Pankaj Kedia, director of global ecosystem programs for Intel Corporation's Ultra Mobility Group. “We welcome AOL to the MID ecosystem. The combination of MIDs based on the Intel® Centrino® Atom™ processor technology and AOL's Top 100 Music Video widget will enable our customers to bring compelling user experiences to this market segment.”

“We're always looking for new and innovative and convenient methods for our consumers to experience our content” said Mike Rich, senior vice president of AOL. “This technology allows us to provide consumers with a myriad of methods to interact with one of our most popular franchises, while at the same time, providing us with a potential revenue source through advertising.”

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*According to February comScore media metrics

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