

NEWS RELEASE



FOR PUBLIC RELEASE

Magnolia to Showcase World's First HD Music Listening Experience Powered by Olive.

Selected Magnolia Showrooms to Feature Olive's Award-winning HD Music Server Line, Presenting Unique High Definition Content and Personal Listening Sessions.

San Francisco, CA, February 21, 2012

Olive Media is pleased to announce that its highly reviewed and award-winning HD Music Servers- the Olive O3HD, O4HD, and O6HD- are now available at participating Magnolia Design Center and Magnolia Audio Video locations in California, Washington, Texas, and Georgia, which are listed at www.OliveHD.com/Magnolia. Magnolia is a premier retailer of high-performance audio, video and home automation systems with more than 370 Magnolia Home Theater and twelve flagship Magnolia Design Center locations inside Best Buy across the nation, in addition to five stand-alone locations operated under the Magnolia Audio Video name.

“For over 50 years, Magnolia has been synonymous with the very best customer service, experience, and expertise,” stated Dr. Oliver Bergmann, co-founder and CEO of Olive. “We are delighted to showcase our HD Music servers at Magnolia Design Center and Magnolia AV stores. As Olive is dedicated to combining exceptional sound quality with ease-of-use and cutting-edge design, we and Magnolia share the same passion for customer satisfaction and providing a truly rich musical experience.” Stephen Baker, SVP of Sales, added “Music lovers can now experience Olive for themselves at Magnolia’s best and most specialized locations. It’s a great match.”

Starting today customers can visit one of the participating Magnolia Audio Video and Magnolia Design Centers to experience the exciting world of High Definition music, delivered through one of Olive’s award-winning HD music servers. Widely recognized for their industry-leading sound quality the Olive is capable to deliver HD music in original Golden Master Recording quality of 24-bit/192kHz. In addition to presenting special HD recordings Magnolia also invites its customers to bring their own CD collection to experience their favorite albums through Olive’s revolutionary HD SoundScaler™ technology, which sonically improves music through cutting-edge

NEWS RELEASE



FOR PUBLIC RELEASE

up-/ oversampling and sophisticated noise-shaping technologies. Personal listening sessions can be arranged by visiting www.OliveHD.com/Magnolia.

In addition to storing up to 6,000 CDs in lossless quality the fully networkable HD music server line offers all the benefits of a high-end digital music solution such as a color touch-screen interface for instantaneous access and browsing through large music libraries, simple playlist creation, thousands of free internet radio stations, burning of playlists to CD, and detailed album information with colorful album artwork. A free remote control application for the Apple iPhone, iPod Touch and iPad as well as for Android based portable devices allows convenient control from anywhere within your home. As a true standalone solution the Olive HD music server line does not require a PC, Mac or any software installation, and is safe from viruses or other malware.

Olive HD music servers are custom-built in San Francisco, California and start as low as \$999.

About Olive

Based in San Francisco, Olive brings the ease and accessibility of digital music to your home stereo system, without sacrificing sound quality. Led by a team of music lovers, Olive makes the world's top rated HD Music Servers and Multi-Room Players that deliver a music experience without compromise. Engineered for High Definition audio Olive employs state-of-the-art 24-bit DAC designs and only the best in high-performance analog audio components. Adding a convenient touchscreen interface, a beautiful industrial design, and a compelling value has resulted in several hundred press awards since the launch of the first Olive music server in 2005. For more information, please visit www.olive.us.

Trademarks

Olive and their respective logos are registered trademarks of Olive, Inc. All other marks are the property of their respective owners.