

NEWS RELEASE

FOR IMMEDIATE RELEASE

Olive unveils the Karim Rashid Audio Player Limited Edition

Olive® Media introduces the fusion of music and design with a series of OPUS N°5 digital audio players featuring four unique styles by world renowned designer Karim Rashid.

SAN FRANCISCO, CA - December 4, 2007

Music and design have always been closely related, now Olive and Karim have come together to take the aesthetics of music to another level. Olive has contributed its OPUS N°5 player, an award-winning digital audio player known for exceptional sound quality, while Karim has added his very special and uplifting philosophy and design, even adding some of his own music.

"Music is fluid, music is movement, music is sexy. Music is fun, embracing, mnemonic, liberating, emotive, experiential, memorable, and abstract" explains Karim. "So, for the new Opus N°5, I designed four unique digital graphics patterns symbolic of our corybantic digital age. Omni-directional like sound, the patterns emphasize the 'voluminous' beats that radiate from music. The repeated elements are symbolic of binary notation enveloping a perfect container of sound."

The Opus N°5 Karim Rashid edition is an amazing blend of technology and creativity. The vibrant patterns and colorful elements are as unique as the technology that enables the award-winning sound quality.



“Working with Karim has opened our minds to so much more of what music can be” says Olive’s CEO Oliver Bergmann, “suddenly, sound has become visual and the result is an incredible new way of thinking about the way music and design interact.”

Music sets a mood. And so does design. By blending the two in such a dynamic fashion, Olive and Karim are creating a whole new way for people to express their individual personality and aesthetic sensibilities.

“Music has always been an essential emotional source of design inspiration for me. It is a beautiful phenomenon that I can put my 2200 CD’s in this micro architecture at full digital one-to-one” Karim adds. “That is the brilliance of the new brand of Olive – a sound architecture that navigates seamlessly and pleasurably, stimulating our senses and our ever-vast new experiences.”

The Karim Rashid edition, along with the other Olive N°3 and N°5 product lines, is available exclusively through the Olive website (www.olive.us).

ABOUT OLIVE MEDIA PRODUCTS

Headquartered in San Francisco, California, Olive is a privately held company driven by a team of music aficionados with a vision to create the perfect audio experience that is made simple and affordable to everyone. With a deep understanding of audio and convergence technology Olive solutions deliver the best of both worlds, combining high fidelity sound and innovative features with intuitive navigation and attractive design. For more information about Olive and its many fine products visit www.olive.us or call 1.877.BY.OLIVE.

Media inquiries please contact:

Olive Corporate Communications
Telephone: (415) 908 3870
E-mail: communication@olive.us

TRADEMARKS

Olive is a registered trademark of Olive Media Products, Inc. in the US and in the countries where Olive products are sold or distributed. OPUS and Preload are trademarks of Olive Media Products, Inc. MusicGiants is a trademark of MusicGiants. Other brands and names are the property of their respective owners.