

FOR IMMEDIATE RELEASE



**Olive® introduces new OPUS™ 307S. Increases value of free CD Preload service.**

SAN FRANCISCO, CA – August 22<sup>nd</sup>, 2007—Increasing its product range around its award-winning OPUS pure audio systems, Olive Media Products today announced a new OPUS N<sup>o</sup>3 featuring a 250GB hard drive with perpendicular recording technology delivering lower power consumption, higher storage density, improved long-term reliability and super quiet operation. This completes the adjusting of product lines, focusing on the category defining OPUS system. Going forward the Olive Symphony® and Musica® will be referred to as OPUS N<sup>o</sup>3, the top-of-the-line OPUS as OPUS N<sup>o</sup>5.

The new hard drive holds more than 700 CDs in lossless quality, and is the industry's largest capacity drive in a 2.5" form factor. Pushing the edge on long term hard disk reliability, the OPUS 307S takes advantage of a special technology that parks the recording heads off the disk surface during spin up, spin down and when the drive is off. This ensures that the recording head never touches the disk surface, resulting in less head wear and an improved non-operational shock tolerance. Additionally, the new hard drive technology features state-of-the-art seeking algorithms reducing operational noise to as low as 26 dBA. The noise emission is further improved by the OPUS' fanless design, making it virtually inaudible within the home stereo environment.

Furthermore, Olive today announced new CD limits for its popular Preload™ CD importing service. Olive Preload rips existing CDs and converges them into a unified digital music library that is loaded "ready-to-enjoy" onto an Olive pure audio system. Customers can now send Olive up to 300 CDs to be preloaded for free onto their music center, a service valued at \$250. Any size music library is accommodated, with extra CDs preloaded at competitive rates. The combination of Olive's OPUS pure audio systems with its free Preload service has received wide

press recognition for providing customers with a convenient one-stop solution to migrate their CD collections to high quality music library at their fingertips.

### **PRICING AND AVAILABILITY**

Olive's OPUS 305S with 160GB sells for US\$1,199, the new OPUS 307S 250GB version for \$1,699. All solutions are sold exclusively through Olive (1.877.BY.OLIVE, [www.olive.us](http://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. 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](http://www.olive.us) or call 1.877.BY.OLIVE.

### **FOR MEDIA INFORMATION**

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### **TRADEMARKS**

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