

FOR IMMEDIATE RELEASE

Contacts:

Gary Byrd
Nadel Phelan, Inc.
831.440.2414
gary@nadelphelan.com

iRiver America Announces Next Generation MP3 CD Player

*iMP-350 SlimX™ is First Multi-CODEC and CD Player to Offer
Upgradeable Firmware Through the Internet*

SAN JOSE, Calif. – December 10, 2001 — iRiver America, the world's leading manufacturer of hybrid portable MP3 CD players, announced today the US introduction of iMP-350 SlimX™, its top-of-the-line CD/WMA/ASF/MP3 player. As the world's slimmest multi-CODEC and CD player (16.7 mm), the SlimX supports MP3, WMA (Windows Media Audio), ASF, optional AAC (Advanced Audio Coding), multiple CD formats, holds up to 700 MB (over 250 songs) on a single CD, and upgradeable firmware consumers can download via the Internet.

"We are meeting the demands of increasingly sophisticated audio consumers," said John Kim, president of iRiver America. iRiver's award-winning engineers have unveiled SlimX, which harnesses the latest technology to deliver top quality sound using less storage space and download times. We are setting the new standard for MP3 players.

The worldwide consumer demand for portable CD players with MP3 capability has driven manufacturers to new levels of technology innovation and design. Global shipments of portable digital music player units are predicted to rise from 2.4 million in 2000 to over 9 million by 2005.

The company manufactures and distributes worldwide other popular models including the iMP-250, iMP-150, and iMP-100. Durability and advanced technology have made iRiver's products a standard for comparison in the CD/MP3 players, winning CNET's editor's choice award, and review praise from Amazon, dmusic.com, Smart Business Magazine, Edgereview, Besttoys, ePinions.com and Consumer Reports.

"The biggest appeal to consumers will be the features that SlimX provides, explained Jonathan Sasse, marketing director at iRiver America. It sports a streamlined profile that is 44% thinner than its counterparts, supports four different music formats, uses iRiver Shock-Free™ compressed audio shock protection, multi-language support, and 23 hours of continuous play when using the rechargeable and 2 AA batteries in the external battery adapter. In addition, we will continuously grow with our consumer s needs by providing a convenient way for them to upgrade their systems through free downloads on iRiver America s website.

About iMP-350 SlimX

Designed for sophisticated consumers who place a premium on sound quality, ease of use, a slim 16.7 mm portable form factor, and multifunction MP3 CD player technology, iMP-350 s premium features include:

- iRiver s Shock-Free technology for eight minutes of compressed audio shock protection; CD audio shock protection for three minutes
- 23 hour play using rechargeable and 2 AA batteries in external battery adapter
- Remote control with high-resolution LCD display
- Supports Winamp play list
- Repeat, shuffle play, programmable play lists
- Supports ID3 Tags, Audio CD Text and Title Display
- Supports multilingual display (English, French, Spanish, German, Italian, Chinese, Japanese and Korean)
- Industry standard features include:
- Support of standard audio CDs, Enhanced CDs, home-made CD-Rs and CD-RW discs
- Supports MP3, WMA and ASF
- Upgradeable firmware for new formats and product features
- Seven preset and one user-defined EQ settings
- Built-in FM tuner

iMP-350 SlimX comes with high-quality earphones, a separate remote controller with wide graphic LCD display, a 4.5V AC/DC adapter, two rechargeable batteries, external AA battery adapter, 2 AA batteries and a premium carrying case.

Pricing and Availability

The iMP-350 SlimX will make its debut at the CES show in January 2002 and retail availability is planned for mid-December through iRiver America s eCommerce page (iriveramerica.com) and reseller availability is planned through authorized partners Wintron (wintroninc.com) and Technology Resource Group (trgco.com). Suggested retail price is USD \$179.99.

About iRiver

iRiver, a subsidiary of Reigncom, is the emerging global leader in delivering advanced portable digital audio devices. iRiver provides consumers with listening and recording flexibility to accommodate their active lifestyles by manufacturing award-winning hybrid products supporting existing and emerging formats, including MP3, WMA, ASF, AAC and QDX. San Jose-based iRiver America can be found on the Web at www.iriveramerica.com.

###