



Press release

Fresh Investment for AUPEO!

Leading online radio station AUPEO! has now secured fresh capital for more growth.

Berlin, November 2, 2010. AUPEO! Personal Radio, founded in 2008, has received an undisclosed amount of funding in a second round of financing, setting its course for international growth. Paris-based InnovenPartenaires led the investment round, which included follow-on investments from existing shareholders, the private investor J.C.M.B, the VC Fund Creative Industries Berlin, managed by IBB Beteiligungsgesellschaft, as well as Ventegis Capital AG. "AUPEO! has built a business model that is forward looking and will lend itself to playing a leading role in the music market," said Thomas Balland of InnovenPartenaires. "We are excited to work with the management to boost the company's internationalisation efforts. "

"The fresh capital gives us the opportunity to further extend our technological and strategic advances," explains AUPEO!-CEO Holger G. Weiss. "No other web radio provider is technically as highly developed as us, and available to so many end user devices." AUPEO! currently offers just fewer than one million music titles of every genre, is pre-installed on several million devices (PCs, TVs and Smartphones) and is available in 25 countries. The particular strength of the AUPEO! platform is that it recognises the music taste of every one of its listeners, and recommends similar but new titles. The recommendations are made using technology initially developed by the Fraunhofer-Institut, developer of the MP3 format.

About AUPEO!

AUPEO! was founded in 2008 and is the leading provider of personalised music streams for the web and for internet connected devices. It offers high quality content radio stations, which offer the user an individual music programme suited to their tastes, and recommends new music to them. The recommendation technology is based on an algorithm from the Fraunhofer Institute, the inventors of MP3. AUPEO! works with many leading manufacturers of connected devices and is available on the website www.aupeo.com as well as coming pre-installed on Netbooks, connected TVs, all web-radio devices and on many smartphones. Main partners, among others, are Loewe, Philips, ASUS, Acer, MINI and Terratec.

www.aupeo.com

About InnovenPartenaires

InnovenPartenaires is an independent venture capital firm, founded in 1997, with more than €200 million under management. InnovenPartenaires invests in France and across Europe in young companies with high growth potential in the life sciences, information technology, communications and energy / cleantech sectors. The investment team has a proactive approach, working closely with portfolio companies, making available a broad international network, in-depth mergers and acquisitions and business development experience and a strong track record in bringing companies to IPO.

www.innoven-partners.com

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