

SONGBIRD ADDS RHAPSODY, ENHANCES THE 7DIGITAL SHOPPING EXPERIENCE FOR PHILIPS GOGEAR MEDIA PLAYERS

SAN FRANCISCO — December 7, 2010 — [Songbird](#) and [Philips Consumer Lifestyle](#) today announced the latest features and device support for Philips GoGear portable media players with the release of Philips Songbird v1.9. This latest release enables seamless integration with [7digital online store](#) and [Rhapsody](#), a premium, on demand digital music service (for U.S. subscribers) so consumers can search for, purchase, download, play back and sync their tunes, quickly and simply.

All Philips Songbird supported media players include seamless integration with 7digital, the largest online music store in Europe. The redesign of the 7digital store with Philips Songbird 1.9 offers a better discovery and buying experience for users. With Philips Songbird, GoGear media player users can browse and purchase tracks from 7digital's seven million-strong catalog of DRM-free MP3s, and get recommendations for new music based on their recent listening history and preferences.

"7digital is excited to bring an easy to use music purchase experience to Philips Songbird customers, providing users in over 30 countries access to the largest MP3 catalog in the world. Songbird's world class development team has integrated the 7digital API with an essential focus on user experience" says Alyssa Tisné, VP Strategic Partnerships at 7digital.

In addition, the latest version of Philips Songbird provides support for Rhapsody subscribers in the U.S. to download and sync music to their GoGear Spark, ViBE, Ariaz and Muse devices.

According to Jasper Vervoort, Director of Strategy and Business Development, Philips Consumer Lifestyle, "Philips Songbird enables us to support a broad range of devices, and offers great opportunities for developers, media, content and commerce providers to provide even more compelling services to the users of our products. The recent update with 7digital in Europe and the U.S., and the addition of Rhapsody in the U.S., means that the users of Philips GoGear have access to the largest music databases and online music services in the world."

Songbird CEO Jerrell Jimerson said that the continued Songbird partnership with Philips and its ability to provide comprehensive media experiences for devices like the Philips GoGear is proof that Songbird is taking its place among the leaders in the cross-platform media player category.

"Songbird offers consumers a seamless way to enjoy their music, photos, and videos on any device they own. Songbird's consumer-friendly, cross-platform compatibility can be experienced on the full line of Philips devices, as well as a range of mobile phones including the HTC Incredible and Evo, the Motorola Droid, X and Droid 2, and the Samsung Galaxy handsets and tablets."

More information about Philips GoGear can be found on the Philips website at <http://www.philips.com/gogear>

For regular updates about Philips Audio and Video products please visit Philips Pulse at <http://pulse.philips.com/>

ABOUT 7DIGITAL

Established in 2004, 7digital.com is a leading digital media delivery company based in London and operating globally. Through 7digital's download store (<http://www.7digital.com>) consumers can access over 11,000,000 legal high quality MP3 music tracks as well as audiobooks and videos at competitive prices across Europe and North America.

Combining 7digital's secure and robust technology platform with the broadest agreements in the digital media industry, the company provides comprehensive digital download services to a wide range of partners around the world. 7digital has worked with record companies, artists, FMCG brands, retailers, consumer electronics companies, fashion brands, advertising agencies and many other organisations to harness the power of digital entertainment - music, video, audiobooks and ebooks, to engage customers. For more information visit www.7digital.com/business

ABOUT RHAPSODY

The Rhapsody® digital music service (www.rhapsody.com) gives subscribers unlimited on-demand access to more than ten million songs, whether they're listening on a PC, laptop, Internet connected home stereo or TV, MP3 player or mobile phone. Rhapsody allows subscribers to access their music through more touch-points than any other digital music service, including mobile phones from Verizon Wireless, through Rhapsody applications on the Apple iPhone, iPod Touch, RIM BlackBerry and Android mobile platform as well as through devices from Vizio, SanDisk, HP, Sonos and Philips. Rhapsody, and the Rhapsody logo are trademarks or registered trademarks of Rhapsody International Inc.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs more than 118,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

ABOUT SONGBIRD

Headquartered in San Francisco, Songbird was founded in 2006 with the vision of delivering a flexible and open media player for people to find new music, listen to old favorites and experience a deeper connection to the music they love. Thousands of developers passionate about music, media, and open platforms have contributed to Songbird by writing code and creating new features that bring the best of the open media web to the newest generation of smart phones and media players. Today, Songbird is also available on a variety of portable media players and smart phones, so people can enjoy their music, photos, and videos on the go. Songbird seamlessly integrates Internet, e-commerce, and media services across desktops, media players, handsets and beyond, providing media companies, telecoms, and service

providers with an open, flexible platform for delivery of enhanced entertainment services to their customers. Learn more about Songbird at: <http://getsongbird.com/>

###

Media Contacts:

Songbird
Lisa Hempel
+1 650 823 5410
media@songbirdnest.com

Philips Consumer Lifestyle
Ina J. Kruse
+31 610 70 8393
Ina.kruse@philips.com

Rhapsody
Jaimee Steel
+1 206 707 8175
jsteele@rhapsody.com

7digital
+44 207 099 7777
pr@7digital.com