



WiderThan Powers Rogers Wireless Music Services

Rogers' Wireless Customers Can Discover, Download, and Enjoy Music Anytime, Anywhere

ORLANDO, Florida — March 26, 2007 — WiderThan, the global leader for delivering integrated digital entertainment solutions to communications service providers worldwide, and now a subsidiary of RealNetworks, Inc. (Nasdaq: RNWK), announced it has launched a full-function Music-on-Demand (MOD) service for Rogers Wireless Inc. With the launch of Rogers MusicStore, Rogers, Canada's largest wireless voice and data communications services provider, becomes the first Canadian wireless service provider to offer their customers both a pay-per-download and a subscription service option for both mobile handsets and PCs.

With the Rogers MusicStore service, Rogers' subscribers can instantly download full music tracks over-the-air and over-the-Internet and transfer digital music between their mobile devices and PCs anytime, anywhere. Using WiderThan's mobile music service platform, Rogers is also offering a unique new indie music portal called Redpipe. Redpipe enables customers and music artists to upload and share their music and videos instantly, both over the mobile network and the Internet. Acquired content can be played on Rogers' supported phones, PCs, and all Microsoft "Plays For Sure" mobile devices.

"We're delighted to work with Canada's largest wireless carrier," said Vern Poyner, CEO, WiderThan Americas. "Our services and solutions are specifically designed and custom tailored to help communications service providers like Rogers Wireless drive and grow the popular mobile music market."

WiderThan's platform will support the entire content life-cycle management from license management, content/service creation to service delivery, content downloading and streaming, and feedback analysis. SDC, the leading JAVA DRM technology provider and long-time WiderThan partner, will provide next generation mobile DRM technology and the respective Mobile Players for Java and Symbian to support the music service.

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ABOUT WIDERTHAN

[WiderThan](#), now a subsidiary of RealNetworks, Inc. (NASDAQ:RNWK), is a leading provider of integrated digital entertainment solutions to communications service providers worldwide. Our services and content enable our customers to provide a broad range of digital entertainment such as ringback tones, music-on-demand, mobile games, multi-screen video, ringtones, messaging, and information services to their subscribers. WiderThan provides services to more than 60 communications service providers in over 30 countries, including SK Telecom in Korea, Cingular Wireless, Sprint Nextel, T-Mobile USA, and Verizon Wireless in the United States, Bharti Airtel in India, and Globe Telecom in the Philippines.