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## COMPANY ANNOUNCEMENT

13 December 2011

# JB HI-FI NOW to change the way Australians listen to music

JB Hi-Fi, Australia's leading music retailer, is pleased to announce the launch of its new music subscription service JB HI-FI NOW. This is a unique web based music service that will change the way Australians consume music.

JB Hi-Fi currently holds the digital licence to more than 10 million songs and this will grow over time. On launch today there will be over 100,000 artists and more than 3 million songs that represent more than 90% of all digital tracks currently consumed in Australia. Tens of thousands of tracks are being added daily and it is expected that we will sign even more licence deals over the coming months adding further to the repertoire by early next year.

For as little as \$6.67 a month based on a 12 Month Subscription, subscribers will gain unlimited access and listening to millions of songs via JB HI-FI NOW on PC, notebook and Mac. With a focus on discovery, users can create mixes of their favourite songs or artists, explore new artists or albums by genre, share their own music and see what other like-minded music lovers are listening to.

Users can access their music from a variety of internet devices and take their music experience beyond just listening with additional information such as bios, reviews and similar artist recommendations.

A JB HI-FI NOW smartphone and tablet app for Apple iOS, Android and Windows devices will allow users to store their favourite songs and playlists to their device when it is released early next year, allowing them to play their favourite tunes even when the device is not connected to a mobile or Wi-Fi network. The app will protect against unexpected or excessive mobile data usage costs by enabling users to cache selected music to their mobile device, thereby allowing access to their music "offline".

"JB HI-FI NOW is set to be a game-changer for the music industry here in Australia and will change the way that we listen to and enjoy music. JB Hi-Fi, Australia's leading music retailer, is proud to bring something like this to Australian music lovers, further building on its strong music heritage and is a natural extension to our current physical music offer. JB HI-FI NOW is another example of our continued focus on innovation and emerging technologies" said Terry Smart, CEO JB Hi-Fi.

The site's functionality will continue to evolve with further social and community areas as our next immediate focus, including features that have not yet been seen in Australia with many more exciting developments in the pipeline following launch.

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### Media & Investors:

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### Site Access:

URL: <https://now.jbhifi.com.au>