



DOT.TUNES Revenues Driven by iPhone, iPod Touch, Wii and PSP Plug-In Sales

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New York, NY, February 16, 2008 --(PR.com)-- DOT.TUNES, the web application that puts a user's entire iTunes library at their fingertips allowing content to be accessed from virtually any target device with a web browser, continues to expand its brand, and the company's coffers, through the sale of popular plug-ins including the iPhone, Touch, Wii and Playstaton plug-ins.

DOT.TUNES bestows the power to access, stream and download media files from iTunes and share that media directly with one person or many people, securely, and advanced features enable podcasting and streaming to blogs, websites, and social networking sites like Myspace and Facebook, etc, without expensive servers or subscription fees. In addition, DOT.TUNES users maintain complete control with a full suite of admin tools, including the ability to assign permissions, designate playlist access per user, and grant or restrict the ability to upload or download content to a target device.

While DOT.TUNES is a free application, more than 10% of the more than 20,000 users who downloaded version IV, since late Q3 2007, purchased plug-ins to extend and enhance their DOT.TUNES experience. And unlike other applications, web and social networking sites, whose appeal and valuations are based, in large part, upon the potential of developing a revenue model to exploit their large user bases, DOT.TUNES is generating revenues from its users now.

The company attributes its brisk adoption and conversion rates to the development of plug-ins that appeal to their target demographics, the 600 million iTunes users, 4 million iPhone and iPod owners, and the over 50 million gamers utilizing the Nintendo Wii, Sony PS3 or PSP gaming consoles. Since introducing its new suite of plug-ins, the iPhone, Touch, Wii and Playstation plug-ins have accounted for over 60% of all sales.

DOT.TUNES has found a way to monetize its users who are streaming music and movies from their dorm room computer to their PSP and Wii game system, or from their home computer to their office computer, or from their office computer to their iPhone or internet and media capable mobile devices. DOT.TUNES intends to continue this trend by designing plug-ins, which have immediate market demand.

DOT.TUNES is revolutionizing the interaction between people and their media and forging new networking dynamics. More importantly, DOT.TUNES is a viable model for generating revenues in the Web 2.0 environment.

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