CES Innovations 2005 Award and Red Herring Finalist for 100 Most Innovative Companies are Latest Commendations for Sling Media

Business Wire

November 11, 2004 Thursday 8:55 PM GMT

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Distribution: Business Editors; High-Tech Writers

Length: 571 words

Dateline: SAN MATEO, Calif. Nov. 11, 2004

Body

Prestigious Technology Accolades for New Digital Media Company

Sling Media, Inc., a new kind of consumer electronics company creating thoughtful and empowering digital media solutions, today announced that its first product, the Slingbox Personal Broadcaster, is being recognized as an honoree for the Innovations 2005 Design and Engineering award. In conjunction with the Innovations award, Sling Media is showcasing the Slingbox at this year's International Consumer Electronics Show (CES) in the Innovations Plus exhibit area.

Selected as an innovator in the Online/Internet products category, the Slingbox is an intelligent device that allows users to enjoy their live TV experience from any device, via any network, anywhere in their home or around the world. The Slingbox connects to and "placeshifts" content from any cable box, satellite receiver, or personal video recorder (e.g. TiVo). The Slingbox is expected to ship in Q1, 2005.

Since 1989, the International CES Innovations Design and Engineering Awards showcase has been a premier venue for consumer technology manufacturers and developers to have their latest products judged by a prestigious panel of independent industry designers, engineers and journalists. The Industrial Designers Society of America (IDSA) endorses and acts as advisors to the program and annually recognizes the newest consumer electronics products that exhibit excellence in design and engineering.

"We are very pleased that the IDSA shares our vision of enriching a consumer's TV experience by honoring the Slingbox with this award," says Blake Krikorian, the CEO and a co-founder of Sling Media. "This is a tremendous coup for Sling Media."

Sling Media also announced today that the company is named to Red Herring's finalists for the company's annual 100 Most Innovative Companies list. Over 900 entries from various industries were submitted to this year's selection committee, with 200 selected as Finalists. The Red Herring Top 100 Innovators will be made public at the Red Herring Fall conference in Monterey, Dec. 6-8.

Prior to these accolades, the company earned "Best Product" in the hardware category and "Best New Technology" awards at the Fall 2004 RetailVision event in San Diego. The Best of RetailVision Awards are selected by key decision makers from within the top 100-level retailers internationally.

"To receive such support from industry influencers and journalists as well as retailers who intend to carry the Slingbox, is exciting at this early stage," Krikorian added.

Sling Media was founded in 2004 by brothers Blake and Jason Krikorian, and Bhupen Shah, all pioneers in the digital media convergence industry. Earlier this week, the company announced $10.5 million in Series A funding from DCM - Doll Capital Management, Mobius Venture Capital and undisclosed strategic investors.

About Sling Media

Sling Media, Inc., based in San Mateo, CA, is a new kind of consumer electronics company working to demystify convergence technologies and to create empowering experiences for the digital media consumer. The focus of Sling Media solutions is to embrace - not replace - existing products and standards, enhancing them with hardware and software that will greatly improve consumers' usage experience. For more information about Sling Media, visit *www.slingmedia.com*.

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Load-Date: November 12, 2004

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