



For Immediate Release

## RealNetworks Partners with LUX Media 501 to Spin Out Its ReallImpact Technology Consulting Service for Non-Profits

Strategic Agreement Enables LUX Media 501 to Provide Consulting and Hosting Services to Non-Profit Clients Such as AFL-CIO, Amnesty International USA, Earth Justice, ACLU, The Humane Society of the US, Independent Media Institute (AlterNet.org) and PAWS

SEATTLE, June 7, 2004 - LUX Media 501, a technology consulting subsidiary of LUX Media that offers a full suite of Internet services to progressive non-profit organizations, today announced that it has entered into a strategic agreement with RealNetworks®, Inc. the leading creator of digital media services and software. Under the agreement, LUX Media 501 will assume operations of RealNetworks' ReallImpact business, which provides technology and consulting services to non-profits. ReallImpact clients such as AFL-CIO, Amnesty International USA, Earth Justice, ACLU, The Humane Society of the US, Independent Media Institute (AlterNet.org) and PAWS will now rely upon LUX Media 501 for their website and streaming media needs.

"LUX Media has offered world-class services for nearly four years, positioning LUX Media on the cutting edge of providing emerging Internet media technologies to its clients," said Steve Mack, Principal of LUX Media and author of the industry-acclaimed The Streaming Media Bible. "Bringing this level of expertise to the non-profit community is both exciting and infinitely gratifying. We can't wait to build LUX Media 501 into a community powerhouse."

"While RealNetworks' primary business is to provide the leading products and services that enable consumers to access media content on the Web, an important part of our heritage has been working with non-profits through ReallImpact," said Rob Glaser, Chairman and CEO of RealNetworks. "To enable ReallImpact to realize its fullest potential, we wanted to align it with a company that we know has a strong commitment to the nonprofit community and the ability to enhance the role these organizations play in making the world a better place. That company is LUX Media."

The agreement between RealNetworks and LUX Media 501 is designed to enable an on-going co-operative relationship and partnership between the two companies. LUX Media 501 will continue to operate ReallImpact on the RealNetworks technology platform, and RealNetworks has retained an option to acquire a minority equity interest in LUX Media 501.

RealNetworks has a long-standing tradition of service and support of non-profit organizations. RealNetworks began partnering with non-profits in 1995 by helping them to use its revolutionary RealAudio streaming media technology to find their voice on the World Wide Web. In 1998

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RealNetworks launched its ReallImpact division to provide hundreds of non-profits with leading streaming media technology and website design, consulting and hosting services at a low cost to enable them to increase their reach, fund-raising capabilities and effectiveness using streaming technology. RealNetworks will continue its direct involvement in philanthropy through the efforts of its non-profit RealNetworks Foundation (<http://www.realfoundation.org>), to which RealNetworks intends to donate 5% of its annual pre-tax net income in periods where it achieves profitability. Over the years RealNetworks has donated millions of dollars in cash, technology or services to worthy non-profit organizations around the globe.

Founded by Steve Mack and Halley Bock, LUX Media (the parent company of LUX Media 501) currently serves both for-profit companies and non-profit organizations, offering a full suite of interactive design and hosting services, including Website design and development, media design, production and encoding, and training and consulting services. In fact, LUX Media provides ongoing media production services to RealNetworks.

"LUX Media has long been dedicated to the non-profit sector," stated Halley Bock, Principal of LUX Media. "The formation of LUX Media 501 is the opportunity of a lifetime, allowing us to channel our energy and expertise to help further the good-works of the non-profit world."

## For More Information Contact

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## ABOUT LUX MEDIA

LUX Media is dedicated to creating well-designed, eye catching, informative, useful and successful websites and media presentations for its clients, for-profit and non-profit alike. LUX Media's technological prowess is matched with a keen sense of design to create presentations that attract, entertain and inform. Services fall into six main categories: Website Design & Development, Media Services, Hosting Services, Live Events, Consulting and Training. More information on LUX Media may be found at: [www.LUXmedia.com](http://www.LUXmedia.com). More information on LUX Media 501, the technology consulting subsidiary that provides digital media and Internet solutions to progressive non-profit organizations may be found at: [www.LUXmedia501.com](http://www.LUXmedia501.com).

## ABOUT REALNETWORKS

RealNetworks, Inc. is the leading creator of digital media services and software including the award-winning Rhapsody® Internet jukebox service and RealPlayer 10, the first product to integrate finding, organizing, playing and managing digital audio and video in a single product. Consumers can access and experience audio/video programming and download RealNetworks' consumer software at [www.real.com](http://www.real.com). Broadcasters, network operators, media companies and enterprises use RealNetworks' products and services to create and deliver digital media to PCs, mobile phones and consumer electronics devices. RealNetworks' systems and corporate information is located at: [www.realnetworks.com](http://www.realnetworks.com).

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