

Lufthansa Systems and Napster take flight

- Napster is the first streaming service in Germany to offer in-flight music
- The complete offerings include music and audio books for adults and children in Lufthansa's in-flight entertainment system
- The partnership is set to begin in Summer 2016

FRANKFURT – July 18, 2016 – Napster has taken over the skies as the first music streaming service in Germany! Streaming services are enjoying increasingly more popularity, whether at home, on the way to work, at the gym or on vacation at the beach. To enjoy the diverse range of music in the air, Napster and Lufthansa Systems have formed a strategic partnership. Lufthansa Systems is one of the world's leading suppliers in the Airline Industry and already equips a variety of airlines across the globe with its innovative BoardConnect platform, as well as the corresponding entertainment content. Through Lufthansa System's BoardConnect, Napster will offer passengers selected playlists and audiobooks for adults and children, making traveling more enjoyable and entertaining. By this summer, Napster and Lufthansa Systems together want to equip the first airline with the service, Eurowings.

Aside from having access to the extensive selection of music and audio books from Napster, the greatest feature is that passengers will no longer have to use the built-in aircraft screens to access the media content, but will also be able to connect their own smartphones or tablets with BoardConnect via onboard WLAN. With this connection, users can enjoy a selection from the music-streaming pioneer. The Napster playlists, as well as audio books will be updated monthly and provide plenty of popular and up-to-date content for all ages.

Patric Niederländer, Vice President of Business Development Europe at Napster, said of the cooperation with Lufthansa Systems, "Napster has always stood for innovation. We are pleased to have developed, together with our partner Lufthansa Systems, an attractive proposition with which we move into another business segment. Our aim is to offer all music lovers the best and most multifaceted listening experience – whether on the ground or in the air."

"Diverse onboard entertainment programs are increasingly becoming a competitive advantage for airlines," says Olivier Krüger, CEO of Lufthansa Systems. "We are pleased to have found in Napster an important partner, who brings with it its music expertise and will in the future provide our BoardConnect platform with an exciting program."

In addition to the selected music program on board, Napster will initially offer all Euro Wings passengers discounts after their flight. That means that all passengers who register during the flight can then enjoy three months of Napster for just one euro and discover new music through playlists, recommendations and advice. Favorite artists, albums or single tracks, as well as individually created playlists, can be stored and easily managed in the user archive. Favorite songs and albums can also be accessed by up to three devices, i.e. smartphones, tablets or computers with iOS, Android or Windows operating systems. The premium service also allows users to download individual songs, albums, or playlists to access offline, which requires no mobile data or Wi-Fi – the perfect solution for enjoying music on the move. The completely ad-free catalog of more than 40 million music tracks, as well as the more than 15,000 audio books of all genres for users in Germany, Austria and Switzerland, leaves nothing to be desired.



PRESS RELEASE

About Napster

Napster is one of the world's leading premium subscription digital music services. Owned and operated by U.S.-based Rhapsody International Inc., Napster combines the iconic history of one of the most recognizable digital music brands in the world with the vast experience and technological platform of Rhapsody International Inc. Napster offers one of the world's most comprehensive online music collections and provides access to your music anywhere, via hundreds of devices. Napster and its respective logos are trademarks or registered trademarks of Rhapsody International Inc. For more information, visit

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About Rhapsody International

Rhapsody International is the parent company of leading streaming music services Rhapsody and Napster. Now available in more than 30 countries across the U.S., Europe and Latin America, Rhapsody and Napster give members ad-free access to more than 40 million songs. Whether they're listening on their phone, at home, at work, or in the car, Rhapsody and Napster go where our members go. Our expert team of editors creates a curated music experience that makes it easy for members worldwide to gather and enjoy new original content including videos, playlists, reviews, and radio stations – anytime and anywhere. Follow @Napster on Twitter and keep up with the latest on Facebook.