

Re: New NPR Internet Radio

Now available in the NPR Shop: the first Internet radio geared specifically to the NPR listener -- The NPR Radio by Livio (MSRP \$199.99). We've arranged two offers just for stations – special premium pricing and a station 20/10 coupon program.

NPR and Livio are launching the radio with a national press release on Monday and at the AARP convention in Las Vegas on Thursday.

What is The NPR Radio by Livio?

The NPR Radio connects automatically to your wireless (or wired) high-speed Internet connection and plays digital audio from the Internet.

- The radio features an exclusive NPR menu which makes it easy to find NPR stations and content. The radio plays multiple station streams, on-demand content, podcasts – any audio your station offers on the web can easily be accessed through this radio. The convenient “my NPR” button on the front of the device and remote allows users to quickly store and access their favorite NPR stations and content.
- The radio is user-friendly and allows you to search for programming by genre, location, or keyword.
- In addition to public radio content, the NPR Radio can also access a comprehensive list of more than 16,000 validated Internet radio stations from around the world.
- The radio plays through its own speaker or through a home stereo system.
- An auxiliary input allows listening to other devices (e.g. MP3 player) and includes a headphone plug.
- The radio features an alarm clock and has a sleep timer.
- The radio automatically updates with new stations and features.

SPECIAL OFFERS FOR MEMBER STATIONS

Station Pricing for Premiums

Buy in quantity and radios are delivered to your station:

- \$131.18 each plus shipping, at cost, delivered to one location (minimum order of 12 radios; prepaid) (Estimated freight cost per radio \$4 to \$8)

Drop ship directly to your donors:

- \$136.18 (plus shipping) – all Livio needs are the donors' addresses.

Station 20/10 Coupon Program

In exchange for your station's marketing, we have a \$20 off coupon for your audience. When redeemed at the NPR Shop (shop.npr.org), the customer will get \$20 off the radio and NPR will return \$10 back to the station. Additionally, if your station participates in the NPR Shop affiliate program, you'll also receive 7% of the entire purchase. This means that if the listener pays \$180 (\$20 off the retail price), the station gets \$10 commission + \$12.60 from the station affiliate program = \$22.60 clear per receiver.

To place a premium order:

Contact Massimo Baldini at Myine (which owns the Livio brand), Massimo@myine.com, phone (248) 591-0333, x888.

Questions about the radio or to sign up for the Station 20/10 Coupon

Program? Contact Leslie Sanders, NPR Product Manager, Consumer Products at (202) 513-2033 or Lsanders@npr.org.

LAUNCH PROMOS:

**PLACE YOUR PREMIUM ORDER BY NOVEMBER 2, 2009
AND GET A FREE NPR RADIO BY LIVIO + FREE SHIPPING**

(Minimum Order of 12 radios; pay for 11 radios, receive one free radio and get free shipping)

**The FIRST TEN AREPS who email Leslie Sanders and sign up for the
Station 20/10 Coupon Program win A FREE NPR RADIO BY LIVIO.**