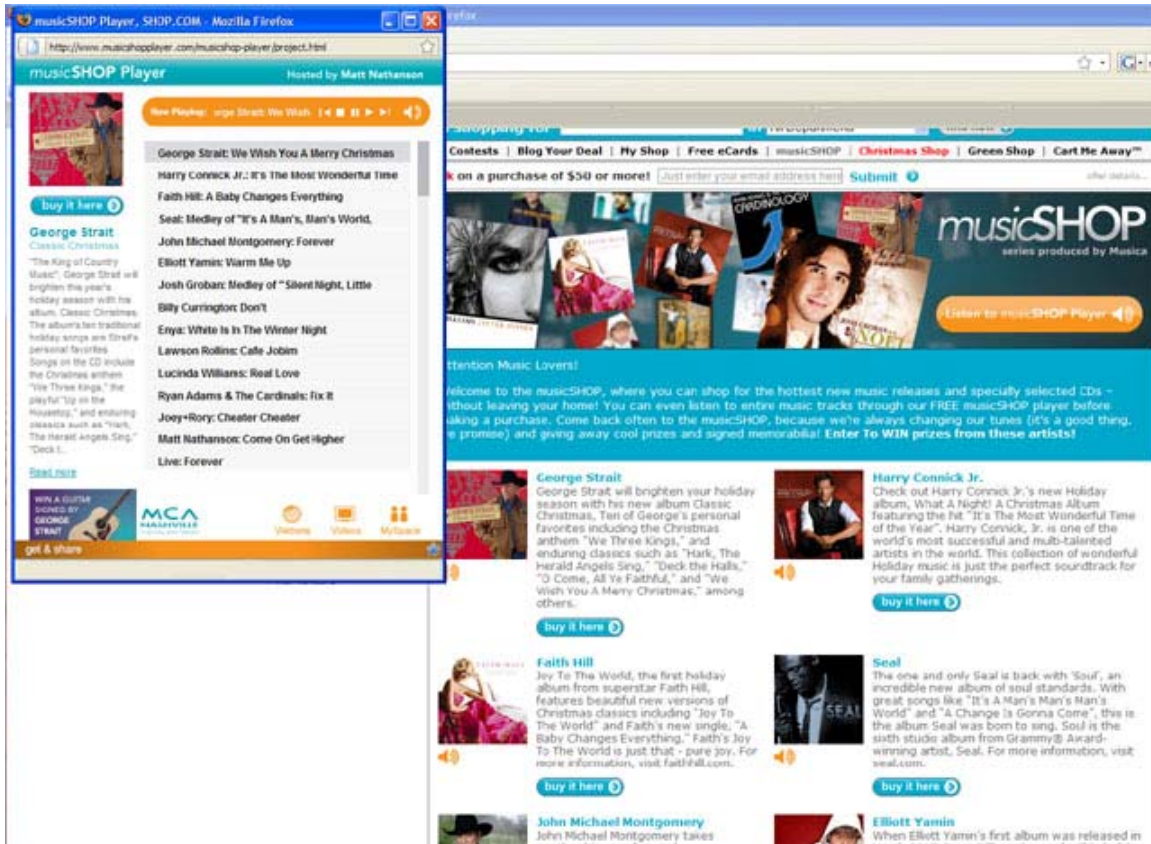


SHOP.COM Launches musicSHOP With Exclusive Music Player Hosted by Matt Nathanson, (musicSHOP Player produced by Musica, design and programming by Williams Media Design, Inc.)



MONTEREY, Calif.-- Thursday November 20, 8:01 am ET -- (BUSINESS WIRE)--As more consumers turn to the Web for their music needs, SHOP.COM has teamed with music promotion veteran Bernard Ross' company Musica to create **musicSHOP**, a monthly music marketing promotion designed exclusively for SHOP.COM (www.shop.com), the destination comparison shopping engine for women. Just in time for the holidays, musicSHOP officially launches today.

The musicSHOP micro-site, www.shop.com/musicshop, allows shoppers to listen to song selections in their entirety through the free musicSHOP flash audio player while they browse and purchase from SHOP.COM's premier merchant partners including Amazon.com, Barnes and Noble, Buy.com and DeepDiscount.com. A dozen to 24 artists per month are featured on the music merchandising showcase, with titles including a mix of new releases and classic selections from artists in a variety of genres. Among the first artists featured in musicSHOP are Matt Nathanson, Josh Groban, Harry Connick Jr., Faith Hill and Seal.

The centerpiece of musicSHOP is an audio player that streams an entire track from each of the featured albums of the month. Shoppers can also find album cover art, links to artist-related Web content and a direct link to purchase the entire album on SHOP.COM. Each song features an artist and title introduction from another featured artist of the month – introductions this month are provided by singer-songwriter Matt Nathanson.

musicSHOP will kick off with three sweepstakes that allow shoppers a chance to win one-of-a-kind prizes, including a guitar signed by country singer George Strait; a Ryan Adams prize package with the newly released “Cardinology” and nine other CDs; and a package from singer-songwriter Lucinda Williams that includes a signed copy of her most recent CD “Little Honey,” plus other must-have CDs.

"The musicSHOP promotion is a great way for me to get my music out there, and reach new folks... I'm happy to be a part of it," said Matt Nathanson.

“musicSHOP will give our valued customers a more enjoyable shopping experience by allowing them to listen to music from some of their favorite artists while they shop,” said Roger Ritchie, senior director of marketing for SHOP.COM. “We are happy to provide the convenience of searching for and buying music online, as the way consumers purchase music continues to evolve.”

Users of musicSHOP will still enjoy all the features and functionality of SHOP.COM, including its proprietary universal shopping cart, OneCart®, and access to the multi-merchant marketplace that enables consumers to conveniently find and compare products and prices from thousands of merchants.

About SHOP.COM

SHOP.COM is the destination comparison shopping engine that merchandises to women and leverages the multi-merchant features of its patented OneCart® technology. Designed with the busy woman in mind, SHOP.COM offers an authoritative selection of products from well-known brand name merchants and high quality specialty retailers. Privately-held, SHOP.COM is a California-based company with offices in New York City and London. For more information, visit the company’s website at www.SHOP.com.

About Musica

Musica has been doing a variety of music promotions since 1996, with retailers such as Tower Records, Virgin Megastores and Best Buy. Musica handles the popular Landmark In-Theatre listening program with Filter Magazine, and also does music licensing for Pontiac television commercials.

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