



news release

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Ford and Stitcher Partnership to Advance Mobile Talk-Radio Experience

LAS VEGAS, Jan. 7th, 2010 – Global automotive innovator Ford Motor Company and Stitcher, the leader in on-demand news and talk radio for mobile devices, are revolutionizing the way drivers listen to talk radio – and Americans’ daily commute will never be the same.

Today, at the Consumer Electronics Show (CES), Ford announced its partnership with Stitcher, making the on-demand talk-radio service a core addition to the Ford SYNC, a hands-free information and entertainment system for drivers. Stitcher will support a SYNC-specific Bluetooth protocol that will let drivers control the application on a mobile device from a SYNC dashboard.

The free Stitcher app for iPhone, BlackBerry, Android and Palm webOS mobile phones allows users to enjoy leading talk-radio programming on the go. Stitcher’s partnership with Ford enables drivers to operate the Stitcher app with simple voice commands and to listen to their favorite shows through their vehicles’ speakers.

“Ford’s innovative SYNC system puts drivers in complete control of their mobile entertainment,” Stitcher CEO and Co-founder Noah Shanok said. “As part of that system, we’re eager to change how drivers access news, talk and entertainment radio.”

Stitcher, along with fellow Ford partners Pandora and Openbeak (formerly Twitterberry), are the first partners to develop SYNC enabled mobile applications using the new SYNC application programming interface (API). The SYNC API is being created in conjunction with a related software development kit (SDK) and a technology development kit (TDK). The entire package is planned for broader rollout later this year and will allow developers to modify existing mobile applications and create all-new apps that can interface with Ford’s popular SYNC voice-activated in-car communications system.

“Smartphone mobile apps are experiencing explosive growth, and consumers are becoming dependent on them for news, entertainment and information, so we’re excited to be working with some of the most popular apps on the market, Stitcher and Pandora, to showcase the

potential of further availability of the SYNC API”, said Doug VanDagens, director of Ford Connected Services Solutions Organization.

Customers can download SYNC-enabled mobile apps through the same app store interfaces consumers currently use. As SYNC-enabled versions of existing apps are released into the app stores, users will be prompted to download the latest version upon connection. Also, as developers grasp the notion that the vehicle interior has opened to them, a new dimension of apps designed from the outset to maximize the unique in-car environment will follow.

“Ford and Stitcher both aim to deliver innovative ways to enhance people’s mobility,” continued Shanok. “Together, we can allow drivers to effortlessly tailor their news and information choices in the most mobile of all devices: the automobile.”

About Ford

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 200,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

About Stitcher

Stitcher is the leader in on-demand news and talk radio for mobile devices. With Stitcher’s free mobile app, users choose the programs they want “stitched” together, and Stitcher then streams that content to the user’s mobile device and recommends similar programming. By offering the best in news, sports, talk and entertainment content to users on the go, Stitcher is the easiest way to stay connected – receiving only the information that’s most important, in a format that fits into people’s busy lives. The company was recently honored with the 2009 “People’s Voice Webby” award for Mobile News and PCMag.com listed Stitcher among the best apps of the year. The app can be downloaded at www.stitcher.com or at the iPhone, BlackBerry, Android and Palm app stores.

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For information about Stitcher, visit stitcher.com