



Kevin Straley Joins TuneIn as Vice President of Programming

Former XM Satellite Radio Executive Will Drive Strategic Audio Content Partnerships

PALO ALTO, CA--(Marketwire - Dec 5, 2011) - TuneIn, a free service that lets people listen to music, sports and news from around the world, today announced that former XM Satellite Radio executive Kevin Straley has joined as vice president of programming. Straley, who brings 20 years of broadcast and media experience to the job, will work with audio content distributors to optimize their digital strategies.

"We're thrilled to welcome Kevin Straley to the TuneIn executive team," said John Donham, CEO of TuneIn. "His track record of building strategic relationships and working with audio partners in innovative ways will help us take our company to the next level."

Prior to TuneIn, Straley spent eight years with XM, serving as a senior VP where he led all facets of programming and operational management of XM's division of news, talk and sports radio. Straley was a key member of the senior management team that launched XM in 2001, and was eventually responsible for more than 100 channels and a team of 150 people. Straley was also founder and president of KMS Media Partners, a consulting firm that specialized in creating unique digital content strategies, whose clients included Harpo Productions, Fox News and PGA Tour.

"Now, more than ever, audio content creators are looking for complimentary platforms to deliver their content to the growing audience that embraces digital," Straley said. "I look forward to working with broadcasters to support their digital strategies. With a reach onto over 150 different devices -- including automobiles, home electronics, tablets, and smartphones -- TuneIn is a powerful way to drive new listening and new opportunities for everyone."

About TuneIn

TuneIn is a free service that lets people listen to [music](#), [sports](#), [talk](#) and [news](#) from around the world. TuneIn offers over 50,000 AM, FM, HD and [Internet radio](#) stations and more than one million on-demand shows and programs streaming from every continent. The company's [mobile applications](#) are highly ranked worldwide. TuneIn is available in 10 languages across all major smartphones and tablets, connected home stereos, smart TVs, connected automobiles and online at tunein.com. The company raised venture funding from Sequoia Capital in 2010 and is hard at work in an old plumbing supply building in Palo Alto, California.