

## Massive \$5,000 iPod Contests + iLounge Readers' Choice Awards

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Less than a week remains to enter contests and surveys offered by iLounge, the world's leading resource for iPod and iPhone information, as it prepares to release its brand new 2009 iPod + iPhone Buyers' Guide. Two contests - iProvocateur and iPod As Art - give readers a chance to win amazing prizes while demonstrating their creative talents, while new Readers' Choice Awards let users pick the year's best Apple devices, accessory makers and software developers.

Irvine, CA - Want to win 10 iPods? A 42" JVC HDTV? Or vote for your favorite iPhone developer? Less than a week remains to enter contests and surveys offered by iLounge, the world's leading resource for iPod and iPhone information, as it prepares to release its brand new 2009 iPod + iPhone Buyers' Guide. Two contests - iProvocateur and iPod As Art - give readers a chance to win amazing prizes while demonstrating their creative talents, while new Readers' Choice Awards let users pick the year's best Apple devices, accessory makers and software developers.

"Leading up to this holiday season, we wanted to give readers an opportunity to win enough iPods to give away as gifts, and keep some for themselves," explained Dennis Lloyd, Publisher of iLounge. "The chance to win an HDTV, 17 iPods, or other great prizes has already brought in some spectacular submissions, and we look forward to announcing the winners soon."

iLounge's iProvocateur contest calls for submissions of original photography of iPods or iPhones in a provocative setting. The grand prize includes nine new fourth-generation iPod nanos - one of each color - as well a 16GB second-generation iPod touch. A separate iPod As Art contest lets readers use any medium they like to create a work of art with the iPod as the central element. Prizes in the iPod As Art contest include a 42" JVC LCD HDTV with built-in iPod Dock, and several Apple TV and iPod touch units.

The total retail value of all contest prizes is over \$5,400. Both contests end on October 24, with the winners to be announced in iLounge's 2009 iPod + iPhone Buyers' Guide, which will be released on October 31, 2008.

For the first time ever, iLounge is letting its readers pick the year's best Apple hardware and third-party developers in its Readers' Choice Awards. The poll asks readers to name their top pick for 2008 iPhone + iPod Application Developer of the Year, 2008 iPhone + iPod Game Developer of the Year, 2008 iPod + iPhone Accessory Developer of the Year, as well as the best new Apple media player of 2008. Write-in candidates are welcomed, along with several prominent multiple-choice selections in each category. With less than ten days to go, voting is very tight, with write-in candidates representing up to 17.3% of votes in a given category.

"To commemorate iLounge's fifth annual Buyers' Guide, we wanted to give our readers the chance to pick the year's best developers, both for hardware and software," said Jeremy Horwitz, Editor-in-Chief of iLounge. "In addition to our editors' selections, readers can help decide whose speakers, cases, car accessories, games, and applications were this year's most impressive."

As with the iProvocateur and iPod As Art contests, winners of the 2008 Readers' Choice Awards will be announced October 31, 2008, in iLounge's 2009 iPod + iPhone Buyers' Guide. Readers are encouraged to visit the iLounge web site to submit their contest entries and votes immediately.

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iLounge:

<http://www.ilounge.com>

iProvocateur + iPod As Art Contests:

<http://www.ilounge.com/index.php/news/comments/ilounge-announces-iprovocateur-ipod-as-art-contests-17-ipods-hdtv-as-prizes/>

2008 Readers' Choice Awards:

<http://www.ilounge.com/index.php/news/comments/vote-2008s-top-developers-in-ilounges-readers-choice-awards/>

Headquartered in Irvine, California, The Media LLC's iLounge is the world's leading resource of iPod information, not affiliated with or owned by Apple Computer or any other vendor of iPod accessories or services. Founded only days after Apple announced the first iPod in 2001, iLounge has exploded in popularity, today boasting millions of visitors and tens of millions of page views each month. In addition to receiving Best of the Web and Forbes Favorite awards from Forbes, a 50 Coolest Websites award from TIME Magazine, a Blog 100 award from CNET News, and best-of citations from leading technology journalists Walt Mossberg of The Wall Street Journal and Leo Laporte of This Week in Technology, the site, its publisher and editors have been spotlighted by the Associated Press, CNBC, The Guardian (UK), Italian Vogue, The Los Angeles Times, National Post (Canada), The New York Times, Reuters, Stuff (UK), TechTV and more.

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