

# *murfie* Fact Sheet

May 2014

## MISSION

*"We created Murfie to be the place where music collections belong."*  
— Matt Younkle, Founder

Murfie Inc. provides our members with unparalleled access to and real ownership of their music collection in both physical and digital formats.

## VISION

A no-compromises home for your music collection - from vinyl to streaming - every album you own now and in the future. Collecting at Murfie means full ownership, unparalleled playback quality, and access in the formats and devices you prefer.

## FEATURES

- liquid marketplace of 160,000+ new and used CDs
- web, mobile and home HiFi streaming
- top quality downloads, in lossy and lossless formats
- shipping kits to send existing CD and vinyl collections to Murfie
- safe, insured storage of discs in our disc bank
- optional physical delivery of purchases and trades
- online music library—view, manage and play your CD and vinyl collection
- 24-hour Unpurchase of any album (love it, or return it with one click)
- Lossless music streaming with Sonos and VOCO

## STATISTICS

Total funding: \$3.1 million

Total disc inventory: over 500k discs are housed at Murfie HQ

Total customer base: 12k

Total plastic recycled: 14 tons

Largest individual collection: 4500 discs

Purchase frequency: Users buy 5x as much music on Murfie compared to competing services; 1/5 of it is new

Geographic range: Murfie is currently available internationally

## EXECUTIVE LEADERSHIP

Matt Younkle, Co-Founder & CEO  
Preston Austin, Co-Founder & COO

## DATE LAUNCHED

May 2011

## LOCATION

Madison, WI

## PRESS INQUIRIES

info@murfie.com

## DATE FOUNDED

June 2010

## PRESS CENTER

www.murfie.com/press