



NEWS FROM:

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Pandora Founder Westergren Kicks Off Uniquely Oakland Lunch Time Speakers Series *Series will Highlight the Fascinating People behind Innovative Companies that Call Oakland Home*

Oakland, Calif. **(June 26, 2008)** – Oakland is home to many innovative businesses that are leaders in their respective industries. From organic tea to medical measuring devices, these Oakland companies are generating good-paying jobs that fuel the local economy. Sponsored by the City of Oakland, the **Uniquely Oakland: Discussions with Oakland CEO's & Executives** series presents an opportunity to hear from the fascinating people behind these successful businesses. The inaugural Uniquely Oakland lunch on Wednesday, July 9, 2008, will feature **Tim Westergren, founder of Pandora**. The free event runs from 11:45 a.m. to 1:00 p.m. in Oakland City Hall, 14th Street at Broadway.

“It is an honor to be giving the inaugural presentation of this speaker series,” said Westergren. “Pandora is a big believer in the importance of community. Oakland has been a wonderful home for us and I’m very much looking forward to sharing our story with members of OUR city.” Westergren founded Pandora in January 2000, and now serves as its Chief Strategy Officer by traveling the country to meet with listeners to collect feedback, research local music and spread the word on Pandora.

Pandora is a free, online personalized radio service that allows users to easily create radio stations based on songs and artists they like. The service uses a detailed musical taxonomy called the Music Genome Project to examine nearly 400 attributes in a song and then identify other songs that share those attributes. Users enter a favorite song or artist and Pandora immediately creates a station based around that musical sound. With more than 12 million registered users, Pandora has quickly become one of the largest online radio services and has partnerships with Microsoft, HP, Sprint, AT&T, Logitech and other industry leaders. The company has been featured in *Fortune*, *Wall Street Journal*, *New York Times*, *Billboard*, *Washington Post* and *USA Today* as well as on the cover of *Inc.* magazine.

“We are excited to highlight the amazing companies that call Oakland home,” said Aliza Gallo, Business Development Manager in the City of Oakland’s Community & Economic Development Agency (CEDA). “Pandora is a prime example of an entrepreneur growing an idea from a dream into a thriving business.”

With a highly educated workforce, exceptional transit connections and affordable commercial rents relative to other Bay Area cities, Oakland continues to attract new and established businesses. Hosted by the City’s Business Development Services Group, the Uniquely Oakland series seeks to attract additional businesses to Oakland by highlighting the innovative companies that already call the city home. The speaker series continues with quarterly lunch time discussions with Oakland industry leaders.

Light refreshments will be served outside Council Chambers on the third floor of Oakland City Hall. Attendees may also bring their own lunch and dine before entering Council Chambers for the presentation. For more information, visit www.Business2Oakland.com/UniquelyOakland or call (510) 238-3627.

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