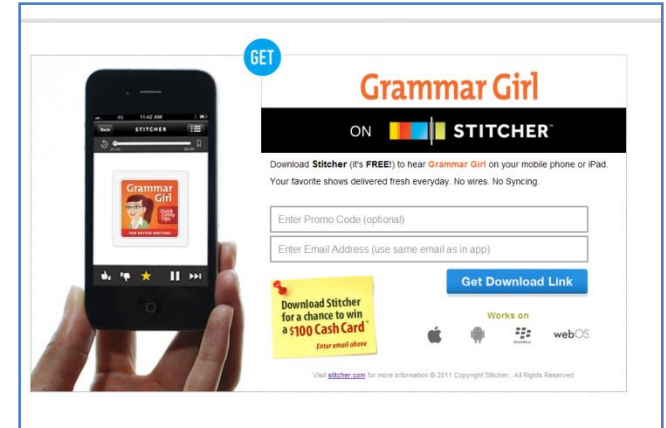


Steps to Stitcher download

- Hear message in show or see web promo online
- Download free app from app stores
- At registration-enter promo code/ Where you heard about Stitcher (at any point in registration)

Landing page



ENTER PROMO CODE HERE

A screenshot of the Stitcher registration screen on a mobile device. The screen shows a 'Registration' header with a 'Back' button and a 'Done' button. Below the header is a yellow banner that says 'Tell us how you heard about Stitcher!'. This banner is circled in green, and a green arrow points to it from the text 'ENTER PROMO CODE HERE'. Below the banner is a 'Register with Facebook' button. Underneath, it says 'Or create a Stitcher account'. There are three input fields: 'Email' with the placeholder 'name@domain.com', 'Password' with the placeholder 'Password', and 'Confirm' with the placeholder 'Password'. Below these is an 'Email Updates?' section with a toggle switch set to 'ON'. At the bottom, there's a note: 'Includes recommendations and helpful updates. We will never share your email.' and a 'Privacy Policy' link.

1st screen you see-
All new users must
register