



All Access Today Enters into HFA’s “Express Live” Licensing Agreement for “Live in a Flash™” Concert/Retail Program

HFA’s Express Live Helps Deliver Live Recordings to Fans Fast

February 28, 2008 –All Access Today has entered into The Harry Fox Agency’s (HFA) Express Live mechanical license agreement to speed the licensing of songs for its “Live in a Flash™” program. With the Live in a Flash™ wristband, concertgoers can purchase a high quality audio copy of a live performance on a specially designed USB wristband moments after the end of show. HFA’s Express Live licensing program ensures that the mechanical licensing process for the audio recordings happens quickly to meet the time-sensitive demands of this type of product.

“HFA’s Express Live licensing enables us to offer that great live cover the band played that night to be delivered quickly to fans, whilst ensuring the proper mechanical licenses are in place,” said Chris Guggenheim, CEO of All Access Today. “It helps make our Live in a Flash™ program even more compelling.”

“All Access Today’s Live in a Flash™ is one of the exciting new ways fans are being engaged in an artists’ music,” said Gary Churgin, President and CEO of HFA. “To walk out of show literally wearing the songs on your wrist is a cool option and it extends the live experience beyond those 90 minutes or so on stage.”

All Access Today’s patented Live in a Flash™ USB wristband program has quickly become a key component in the multiplatform revenue streams currently available to songwriters, artists and record labels alike. All Access Today has been developing innovative and original products to connect artists with their target and existing audience since 1998 and Live in A Flash™ is the latest chapter in what continues to be an ongoing success story in a climate of industry change.

HFA began to offer Express Live mechanical licensing in December 2004. Distinct from the standard mechanical license, Express Live licenses are limited to product recorded at live concerts and sold to consumers either at the concert venue or through direct online sales. The license is “reusable,” in that one license will cover all concert recordings of the same song by a particular artist in the Express Live context.

About HFA

Established in 1927 by the National Music Publishers’ Association, HFA represents almost 35,000 music publishers for their licensing needs in the United States, issuing licenses and collecting and distributing the associated royalties. In addition to being the premier mechanical licensing agent in the U.S., which includes CDs, ringtones, digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliates publishers to recognize value for their catalogs, including lyrics and tablature. Further, HFA provides collection and monitoring services to its publisher clients for music distributed and sold in over 95 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see www.harryfox.com.

HFA Contact:

Laurie Jakobsen
HFA
212-834-0133
ljakobsen@harryfox.com

All Access Today Contact :

Sally Pye
All Access Today
512-302-4000 x 117
sally@allaccesstoday.com