



## **HFA Enters Into Licensing Arrangement with DMI'S Digital Background Music Service, Private Label Radio**

May 8, 2006 – The Harry Fox Agency, Inc. (HFA), the premier U.S. mechanical licensing organization, announced today that it has entered into a licensing arrangement with DMI's digital background music service Private Label Radio (PLR). HFA's over 28,000 music publishers have the option of participating in this arrangement. While specific deal terms cannot be released, this is an innovative licensing arrangement with a royalty structure based on a revenue share basis, rather than a fixed rate.

PLR is a premier provider of brand-specific, customized audio content for in-store use with current customers in retail environments, restaurants, financial institutions, and the hospitality industry. PLR delivers recorded music over the Internet to be played over the audio and phone systems of its commercial clients. PLR's subscribers are able to choose among pre-established playlists of songs and download the selected playlists to the secure local storage units for playback in their establishments.

“Digital background music licensing is an important area of growth for HFA, and we're pleased to be able to offer this arrangement with DMI's Private Label Radio to our affiliated publishers,” said Lauren Apolito, VP Business Development for HFA. “Our improved infrastructure means we can now administer non-traditional rate structures, provide flexibility in our licensing arrangements and offer our publishers more options.”

“The faster and easier it is for us to clear rights, the more music we can offer to our Private Label Radio clients,” said Tena Clark, Founder and CEO/Chief Creative Officer of DMI. “HFA's electronic licensing program will allow us to manage our licensing needs efficiently.”

### **About HFA**

Established in 1927 by the National Music Publishers' Association, HFA represents over 28,000 U.S. music publishers for their mechanical licensing needs, issuing licenses and collecting and distributing royalties. HFA also provides collection and monitoring services to its U.S. publisher clients for music distributed and sold in over 75 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see [www.harryfox.com](http://www.harryfox.com).

### **About DMI**

Founded in 1997 by award-winning producer/songwriter Tena Clark, DMI Music & Media Solutions (formerly Disc Marketing) develops and executes comprehensive music branding strategies and programs using the emotional power of music, interactive media, and non-traditional distribution channels to connect brands to consumers. DMI works with brands to create their SoundDNA™— the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures. DMI's unique music branding strategies and creative executions— audio CDs, Enhanced CDs, CRM, interactive web and mobile initiatives, experiential marketing campaigns, and promotions— use effective and measurable media and distribution alternatives to create campaigns that break through to today's media-savvy consumers. DMI comprises five fully integrated divisions providing additional services including: production music for television, film and advertising (5-Alarm Music), full-service recording and audio post services (Firehouse Recording Studios), retail music CDs (DMI Records), promotional music CDs (Disc Marketing), and customized audio programming for in-store, in-venue, in-theater, and in-flight environments (Private Label Radio). DMI's campus is located in the original firehouse and livery buildings in Pasadena, CA, with satellite offices in Detroit and New York. [www.dmiworldwide.com](http://www.dmiworldwide.com)

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