



**RockHouse Live Media Productions Enters into  
HFA’s “Express Live” Licensing Agreement**  
*RockHouse recording at this week’s Billboard Latin Awards*

April 21, 2009 – The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, announced today that RockHouse Live Media Productions has entered into HFA’s Express Live mechanical licensing arrangement. Express Live licensing is designed for the on-site and online concert recording market, providing the required licenses for immediate distribution of the live recordings moments after the show ends, with the flexibility to accommodate the spontaneity of live performance.

RockHouse Live Media Productions – the same team that spearheaded DiscLive’s growth and acceptance in the music industry - is a leader and pioneer in producing live media and delivering the content to fans immediately after concerts. RockHouse partners with Billboard magazine to provide instant content for its B2B conferences such as this week’s Billboard Latin in Miami Beach, FL, and will also record sessions at the 50th Annual CLIO awards in Las Vegas in May. RockHouse also recently produced GRAMMY® award-winning artist Melissa Etheridge’s DVD “The Awakening Live” (Island Records). More information on RockHouse may be found at the company’s website, [www.rhimp.com](http://www.rhimp.com).

From the Billboard Latin conference, RockHouse President Zach Bair said, “We are pleased that we are working with HFA once again to greatly simplify the process of obtaining licensing for our recordings of live events. HFA’s innovative Express Live licensing arrangement greatly improves our ability to quickly turn around product and protect the rights of the artists, writers and publishers at the same time.”

“Express Live is one of HFA’s unique licensing options that enables new revenue growth and the timely distribution of live music performance recordings,” said Lauren Apolito, Vice President of Business Development. “DiscLive was one of our first licensees when we launched this licensing service, and we’re pleased to be working with Zach Bair and the RockHouse team on their new venture.”

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.

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**About HFA**

Established in 1927 by the National Music Publishers’ Association, HFA represents over 37,000 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 affiliated 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 100 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 RockHouse Live Media Productions**

Founded by entertainment technology entrepreneur Zach Bair, RockHouse Live Media Productions is a leader in the business of recording concerts and other live events and distributing high-quality content immediately afterwards to a variety of platforms. Bair is also founder and former CEO of Immediatek, Inc., and former CEO of DiscLive, the company that made world headlines by pioneering the concept of limited edition collectible CD sets made available to fans right after a show. Under Bair's leadership, his team has worked with numerous artists and recorded major concerts throughout the U.S., Canada, and the United Kingdom. RockHouse Live Media Productions is centrally based in Memphis, TN, and has a presence in New York and Los Angeles. For more information about RockHouse, visit [www.rhimp.com](http://www.rhimp.com).

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