



Leading Online Music Services Continue to License through HFA

Microsoft, Rhapsody, la la, Last.fm, and Slacker among the HFA's Licensing Customers

August 18, 2009 –The Harry Fox Agency, Inc. (HFA), announced today that leading online music services such as Microsoft, RealNetwork's Rhapsody, la la, Last.fm, and Slacker are choosing HFA as their primary mechanical licensing provider for interactive streams and limited and permanent downloads at the new statutory rates.

“Online music services need a full-service provider that can handle both the millions of license requests and the subsequent detailed and complex royalty reporting required under the new statutory rates,” said Lauren Apolito, Vice President of Business Development, HFA. “HFA's bulk licensing capabilities and sophisticated distribution systems, combined with its singular knowledge of the music publishing rights landscape and technology infrastructure, support these kinds of high-volume transactions.”

With over 80 years of experience, HFA is respected as the one-stop-shop for mechanical licensing and administration services. Licensees interested in learning more about how HFA can assist them with their licensing and administration needs can contact newmedia@harryfox.com or call 212-834-0137.

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About HFA

Established in 1927 by the National Music Publishers' Association, HFA represents over 37,000 music publishing clients 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, permanent digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliated clients 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.

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