



The Harry Fox Agency and The Orchard Enter Ringtones, Mastertones and Ringbacks Licensing Arrangement

June 7, 2006 - The Harry Fox Agency, Inc. (HFA), the premier U.S. mechanical licensing agency, announced today that it has entered into a licensing arrangement with The Orchard Enterprises, Inc (The Orchard) for ringtones, mastertones and ringbacks. HFA affiliated music publishers will be given the opportunity to opt-in to this agreement, allowing The Orchard to make and distribute ringtones, mastertones, and ringbacks of those publishers' works to consumers through their arrangements with third-party retailers. HFA and The Orchard recently announced a permanent digital download licensing arrangement, and this additional arrangement deepens the licensing relationship between HFA and The Orchard.

"This agreement gives The Orchard the opportunity to deliver the proper mechanical use rights to ringtone providers, streamlining the clearance process," said Lauren Apolito, Vice President of Business Development, HFA. "HFA is highly committed to developing creative licensing solutions that grow the digital music marketplace."

"Mastertones and ringtones are important revenue generating areas for both music publishers and record companies," said Greg Scholl, chief executive of The Orchard "The Orchard's groundbreaking licensing arrangement with HFA allows us to create new revenue opportunities for our artist and label clients, while at the same time, providing mobile customers with a wider range of music choices for their portable devices."

A mastertone is an excerpt of a pre-existing sound recording of a song that is used as a cell phone ringtone. A ringback is also an excerpt of a pre-existing sound recording; it is played back through a caller's phone until the call recipient (or voicemail) answers the call. The Orchard supplies music to over 200 of the leading mobile music outlets around the world and sells tones through over 50 high-traffic websites.

For questions regarding ringtone licensing, please contact Lauren Apolito, at 212-922-3225 or email lapolito@harryfox.com.

About HFA

Established in 1927 by the National Music Publishers' Association, HFA represents almost 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.

About The Orchard

The Orchard is the leading distributor and marketer of independent music in the world, representing thousands of labels spanning 73 countries and every music genre. The Orchard supplies its catalogue of more than 800,000 tracks to all of the leading legal digital music retailers throughout the world. The Orchard is an international company headquartered in New York and London, with operations in Tokyo, Buenos Aires, Tel Aviv, Hong Kong, Vancouver, Kolkata, Johannesburg, Moscow and Melbourne, and local representatives in Paris, Milan, Berlin, Barcelona, Lausanne, Ramallah, Nairobi, and São Paulo.

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