



**HFA's Maurice Russell on Digital Music Forum East
Digital Licensing Panel
Thursday, February 26**

January 28, 2009 – On Thursday, February 26th, HFA Vice President of Licensing, Collections and Business Affairs Maurice Russell will participate in the “Licensing 2.0” panel at Digital Media Wire’s Digital Music Forum East in New York, NY. This panel will focus on how licensing works in the digital world. Matthew DeFilippis, VP, New Media & Technology of ASCAP; Cecily Mak, Senior Counsel, Legal & Business Affairs of RealNetworks; and Patrick Sullivan, President of Rightsflow are also confirmed for this discussion.

The ninth annual Digital Music Forum East is on February 25 & 26 at the Museum of Jewish Heritage. A leading event focused on the intersection of technology and music, participants include top major and indie label execs, publishers, artists and artist reps, association heads, attorneys, investors and consumer electronics and technology leaders from social networks, payments companies, online retailers, mobile companies, technology start-ups and many more. For more information, visit www.digitalmusicforum.com/east.

Maurice Russell is a frequent speaker on licensing topics, and has also appeared at SXSW, Digital Music West, and the ASCAP Expo. He oversees HFA’s Licensing and Collections Departments, which together work with licensees such as record labels and digital music services to provide fast and accurate licensing and the collection of royalties on behalf of HFA’s nearly 36,000 affiliate publishers. As part of the Business Affairs team, he works closely with Business Development to implement new licensing opportunities, such as those for ringtones, lyrics, and tablature.

Russell has directed the development and launch of HFA’s systems to handle the intake, processing and execution of the over 200,000 physical product license requests received and over 1.5 million digital licenses issued by HFA per year, including eMechanical, HFA’s main online licensing system; eSignature, the electronic approval system; and the enhanced Songfile® application, HFA’s online mechanical licensing tool for smaller quantities of licenses. He has also led the efforts to create a database linking composition data with sound recording information to facilitate the licensing process, a service which is particularly helpful for high-volume licensees such as online music companies. In addition, Russell is the co-chair of the Musical Works Licensing Working Group of Digital Data Exchange (DDEX), which defines and implements solutions for the standardization and exchange of digital data between trading partners.

About HFA

Established in 1927 by the National Music Publishers’ Association, HFA represents almost 36,000 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 95 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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