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2007 Digital Music Promotion Poll Seeks Views of Brand Marketers Worldwide

Online Survey Solicits Opinions on Strategies and Challenges for Incentive and Promotion Campaigns With Digital Music

New York, NY (Aug 8th , 2007) – Agency and marketing professionals around the world can now express their opinions about the market impact of digital music in the 2007 Digital Music Promotions Poll. Going live on August 9th, the survey is currently soliciting input from top agencies, consumer goods companies, and technology firms who manage and offer digital media as customer loyalty incentives. To participate in the survey, visit <http://2007promopoll.hipdigital.com/AxisPR>.

The results of this study will provide data on the degree that digital music helps brands win and retain consumers when used as part of premium, incentive and loyalty programs.

The 2007 Digital Music Promotion Poll is being fielded by *Promo* magazine, the authority on promotion marketing and use of incentives, and Hip Digital Media, a leading full-service digital media agency that specializes in licensing and distribution of digital media. Cooperating partners in the poll include AWE, a global entertainment marketing agency and division of Omnicom, and The Orchard, a global digital distributor and marketer of independent music.

With global sales for the digital music industry expected to reach \$4 billion by the end of 2007, more companies are turning to digital media to retain and attract customers through premiums, incentive and loyalty programs. “Marketing incentive programs successfully to consumers is a challenging process, and companies are looking for alternative ways to utilize digital media to build consumer loyalty,” said Larry Jaffee, editor in chief of *Promo*. “We look forward to sharing these survey results with marketers and helping them leverage the benefits of using new media in more non-traditional marketing roles.”

The survey invites marketers and agency executives for feedback on:

- Important issues that impact loyalty & incentive programs
- Challenges to program launches and consumer interaction
- Identifying the right incentives and criteria for campaign success
- Identifying what delivery vehicles work and don't work
- Ways to deliver digital music as part of campaigns

“Hip Digital Media is proud to align itself with the industry leaders sponsoring this poll. We recognize that music is a big part of marketing and promotions these days, and is going to increase over time as companies adapt to more advanced technology by delivering new media,” says Mark Holden, CEO of Hip Digital Media. “We look forward to what the results show, and how digital music is changing the premiums, incentive and loyalty business.”

The 2007 Digital Music Promotion Poll will run online through September xx and is accessible at <http://2007promopoll.hipdigital.com/AxisPR>. A final report and results will be announced in October and will be available by request from surveys@axismarketingpr.com.

About Hip Digital Media, Inc.

Hip Digital Media Inc. is a full-service digital media agency specializing in the licensing and distribution of digital entertainment. Hip Digital offers custom branded solutions for the delivery of digital music through creative and proprietary technology. From design and development, to content licensing and Pin-code distribution, Hip Digital brings together all of the necessary components for creating powerful music experiences. Hip Digital Media’s client list includes EMI MUSIC CANADA (Nissan, VISA, Ernst & Young, HMV, Teva), Jetstar Entertainment, (Pepsi) Universal Music Canada, CORUS Entertainment (CMT, YTV), The Government of Canada (SXSW), Red Bricks Media (Seagate) and several other advertising and marketing agencies. Hip Digital is represented to the advertising industry by AWE, a division of Omnicom. For more information and details about our products and services, please visit www.hipdigitalmedia.com.

About AWE

AWE is a leading, global entertainment marketing agency with offices in New York, Los Angeles, Chicago, and Paris. AWE offers clients a variety of services including entertainment marketing strategy and consulting, music and talent procurement, digital and new media consulting, integrated marketing program execution, celebrity seeding, alternative entertainment media and television and film brand integration. AWE is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About The Orchard

The Orchard is a leading digital distributor and marketer of music. The Orchard staffs operations in 27 countries and controls an unparalleled catalogue from 77 countries, thousands of labels, and every conceivable music genre and era. The Orchard supplies music and video to the leading digital music stores and mobile operators throughout the

world, and executes global marketing and promotion programs locally, with experts in every music territory managing initiatives tailored to each country's unique dynamic. The Orchard works as a close business partner with its label clients and provides retail sales and marketing, an extensive suite of online promotional programs, synchronization placement, global royalty collection, global publishing administration, and in select cases, co-production investment capital. The Orchard also provides strategic media services to an impressive roster of digital retailers and leading consumer brands, ranging from publishing research, licensing and administration through comprehensive online and offline branding programs. For more information, please visit us at www.theorchard.com

About Promo Magazine

For nearly 20 years, *Promo* has been a strategic partner for senior-level brand and agency marketers. *Promo* provides the IDEAS they need to create powerful promotions: behind-the-scenes insights; case studies of results-winning campaigns; and definitive analyses of industry trends. *Promo* helps marketers make CONNECTIONS with the suppliers they need to make their promotions happen; and integrate each promotion tactic seamlessly into their overall strategies for building strong, profitable BRANDS. The *Promo* franchise includes *Promo* magazine, *Promo Xtra* and P&I newsletters, and the *Promo Live* conference and exhibition. Visit www.promomagazine.com to learn more. *Promo* is published by Penton Media, Inc., the largest independent business-to-business media company in the U.S., serving more than six million business professionals every month.