



HIP DIGITAL MEDIA INC.

T: 604.988.8108

F: 604.628.3808

1050 West 14th Street  
Suite 202  
North Vancouver  
British Columbia  
Canada V7P 3P2

## **PRESS RELEASE**

(Vancouver, Canada – June 16, 2006)

### ***HIP DIGITAL MEDIA INC. ADDS INDUSTRY EXECUTIVE TO MANAGEMENT TEAM***

*Peter Diemer Joins Leading Business-To-Business Digital Provider Executive Team*

HIP DIGITAL MEDIA INC., a business-to-business digital music service provider that specializes in the licensing and distribution of digital music today announced that entertainment and digital media veteran, Peter Diemer, has joined the Executive Team at Hip Digital Media in the newly created position of Executive Vice President.

"HIP DIGITAL MEDIA is pleased to add Peter Diemer's wealth of experience and industry leading skills to our management team," said Mark Holden, President & CEO of Hip Digital Media. "We have known each other for many years and it's wonderful that we're finally having the opportunity to work closely together again. Peter will play a key role in our expansion as we continue to focus on this rapidly growing online marketplace."

With offices in Toronto and Vancouver, Hip Digital Media is led by a highly motivated team of experienced and creative professionals. Its core focus is the sourcing and licensing of digital music and other related media downloads for syndication on various websites and for promotional campaigns.

"I am thrilled to be joining this young and purpose built leading edge company and to be involved from the ground level up," said Peter Diemer, Executive Vice President of Hip Digital Media. "We already have major clients and partners in place and collectively, our team has the experience, knowledge and depth to move quickly and efficiently with our customers, content and technology partners."

#### **About Hip Digital Media Inc.:**

Committed to being the preferred solution for the outsourcing of promotional music downloads, Hip Digital Media Inc. specializes in the licensing and distribution of digital music. As a pure business-to-business service, they provide customizable solutions that allow clients to reinforce their brand and expand their customer knowledge. Custom services are provided that showcase and promote music downloads through a number of value added and user oriented features. With state of the art servers located in tier 1 facilities, Hip Digital Media supports content encryption, secure delivery, detailed reporting and data collection. Hip Digital's partners will include consumer brands, destination sites and record labels. Hip Digital Media provides an exceptional outsourcing solution for digital download services.