

Exclusive Worldwide Premiere of Michael Bublé Music Video on the Internet, Powered by Hip Digital and Itiva Networks

Warner Bros. Recording Artist Chooses the World's Hottest Marketing Medium to Showcase Latest Work and Expand Fan Base

Palo Alto, California, September 26, 2007 – Hip Digital Media, a full service digital media agency, today announced that Warner Bros. international recording artist, Michael Bublé, will be premiering his new video “Lost” through the Aeroplan Music Store, a custom-branded online music store created and powered by Hip Digital Media. Itiva Networks, a Video Content Delivery Network, developed the innovative transport mechanism to deliver the Buble video across the Internet. The single comes from Bublé’s current album, *Call Me Irresponsible* and the premiere will be a worldwide exclusive running for a 24-hour period, starting at 6 pm ET on September 26th.

Hip Digital Media designed the custom branded music store in addition to integrating a sophisticated pincode technology that allows customers to download music from over 1 million licensed songs for the Aeroplan Music Store from all four major record labels, independent labels and music aggregators such as The Orchard. Hip Digital Media also coordinated and arranged for the full video premiere of Michael Buble.

“The Michael Bublé video premiere is a milestone shift as record companies and other major content producers now recognize that web users expect service quality much closer to television,” said Michel Billard, Chairman and CEO of Itiva Networks. “We are pleased and excited to be part of Michael Bublé’s innovative approach to introduce his latest work and expand his fan base. We expect to see more of these types of events in the future as content producers reach out to web viewers by showcasing digital media online before that content appears on traditional media such as television and radio.”

The new Michael Bublé video will be digitally delivered over the Internet by Itiva Networks of Palo Alto, Calif. Itiva’s unique technology enables content producers to deliver videos in robust full-screen, TV-like viewing quality to massive audiences on any device anywhere around the world.

“A video premiere available exclusively through the Aeroplan Music Store is a bold move by both Warner Music Canada and Michael Bublé,” said Hip Digital Media President & CEO, Mark Holden. “Digital Content has increasingly become a primary source of entertainment for consumers worldwide and this is a great opportunity to showcase this new video through the award winning Aeroplan website. We are impressed by Warner Music Canada’s foresight and ability to recognize this phenomenon and we are certain that this is a trend that other artists will follow in the future.”

The Bublé premiere immediately follows the successful joint launch of the Aeroplan Musicstore with Hip Digital Media, which took place earlier this month. Hip Digital has a long-standing presence in the music industry as well as a strong technological background. Their media expertise, proprietary platform and sophisticated pin code technology have helped launch several corporate branded campaigns and increase customer and brand loyalty with incentive programs designed around digital music downloads.

The Bubl  video premiere exclusive period takes place from 6:00 PM ET Sept. 26 to 6:00 PM ET Sept. 27. For more information, please visit www.aeroplanmusicstore.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 entertainment 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), Beyonce (Samsung) and several other advertising & 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 Itiva Networks

Itiva Networks, headquartered in Palo Alto, California, is the first cost-effective Video Content Delivery Network (vCDN). The Itiva Delivery Network is widely scalable and efficient, allowing delivery of DVD or HD quality content to mass audiences in a cost-effective manner. Itiva's Quantum Transport Technology increases bottom line revenue for leading media companies and enables new business models in the rapidly escalating content delivery market. Itiva's video streaming and download services are now commercially available. For more information, visit <http://www.itiva.com>

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