



HIP DIGITAL'S NEW DIGITAL MUSIC ENGINE INTEGRATES MUSIC SALES AND PROMOTIONS INTO ANY WEBSITE

An effective way to build user engagement and increase revenue

VANCOUVER – June 1, 2009 - Hip Digital, a global leader in online music distribution, today announced the launch of the "Hip Digital Music Engine" for the integration of digital music sales and pin code redemption into any website. The Hip Digital Music Engine allows companies to offer a catalog of digital music through their existing web sites even if they are not a store and do not currently have ecommerce or promotional capabilities.

The Hip Digital Music Engine is designed to provide full download store functionality from a series of back-end services. Clients can utilize these services in any way they see fit without concerning themselves with the complexity of content management and delivery. With the Hip Digital Music Engine, the company can offer elements called Music Store Services, and deliver each or all of these elements as needed. The company can offer features such as: preset playlists, full catalog search, browse and download functionality.

"For online retailers and media companies for which music sales is a natural fit, the Digital Music Engine enables download store functionality without having to send the user to a 3rd party site or launch a client," said Baris Karadogan, CEO at Hip Digital. "The Hip Digital Music Engine comes with a real-time pin code management system that enables music to be delivered as part of sponsored promotions, as a tool for customer service, and loyalty programs." Karadogan continued, "Until recently, music downloads were treated as an afterthought, a marginal way to get affiliate revenues. In reality, it is an invaluable medium on which to build customer engagement."

About Hip Digital:

Hip Digital Media is a leading global Digital Music Company. Hip Digital enables innovative customer experiences with digital music campaigns for Fortune 500 brands and online media companies. Hip Digital Media brings together music, brands and consumers through custom built technology, including the Hip Digital Music Engine (DME) and (PACE™), its Content Management System. For more information please visit: www.hipdigitalmedia.com.

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