

FOR IMMEDIATE RELEASE:

**Hip Digital Media and GMR Entertainment Launch
“Breakfast BREAKS™ Morning Music” Contest with
Free Music Downloads**

*Hip Digital Powers Music Download Store With Music from
Leading Artists – Jonas Brothers, Yellowcard, Katy Perry, and
Others*

New York, NY (September 18th, 2008)—Hip Digital Media and GMR Entertainment announce the recent launch of the “Breakfast BREAKS Morning Music” contest, a consumer-driven incentive program featuring music downloads from artists such as the Jonas Brothers, Yellowcard, Katy Perry, Spice Girls and many others. When consumers purchase boxes of ESE Food’s product, Breakfast BREAKS, they are eligible to win pin codes redeemable for free MP3 downloads on the Breakfast BREAKS web site (www.breakfastbreaks.com).

The new retail version of Breakfast BREAKS is modeled after the popular school version being used by hundreds of thousands of students across the country and is now available in Wal-Mart, Target and grocers across the country.

“For us, building a digital download program with Breakfast BREAKS was a natural extension of our existing partnership with the client and the Jonas Brothers,” says Marcus Peterzell, Managing Director, GMR Entertainment. “Once we made the decision to include a larger variety of artists, we introduced Hip Digital’s suite of services and their large music catalog to Breakfast BREAKS and facilitated the Morning Music promotion.”

The “Breakfast BREAKS Morning Music” promotion, which was built by Hip Digital, will run for nine months, offer 100% DRM-free music tracks and rotate new music on a monthly basis. The contest will appear on over 27 million Breakfast BREAKS boxes where winners are directed to the Breakfast BREAKS site to enter a pin code to redeem free music downloads from their favorite artist.

Hip Digital built a complete custom branded music site for Breakfast BREAKS, providing ultimate CRM control and customization. Hip Digital's sophisticated pin code system enables the customers to redeem totally free, fully licensed digital music from popular artists and leading major and independent labels.

"Hip Digital is the preferred digital music partner for a number of major brands because we understand that for our clients, consumer loyalty is the most valuable priority," said Vered Koren, VP, Content & Business Development, Hip Digital Media. "We provide the ultimate user experience for partners such as Breakfast BREAKS through our branded online music platform and sophisticated pin code engine."

Breakfast BREAKS also recently teamed up with teen music sensation, the Jonas Brothers, to spread the word about the many benefits of eating breakfast and the availability of the product both in retail and school foodservice outlets. The band is featured on specially marked Breakfast BREAKS boxes.

About Breakfast Breaks

The retail version of Breakfast BREAKS is sold in a convenient single-serve box that contains a bowl pack™ cereal from General Mills® (NYSE:GIS), a 100% fruit juice box from Minute Maid®, a division of The Coca-Cola Company (NYSE: KO), a nutritious snack and utensils. Each box has a handle and easy-to-open flip-up lid so that Breakfast BREAKS can be eaten at home or on-the-go. The retail version is available in an array of kid-friendly varieties, including Cheerios®, Cinnamon Toast Crunch®, Honey Nut Cheerios® and Lucky Charms®. Breakfast BREAKS are found in the cereal bar or on-the-go section of stores.

About GMR Entertainment

GMR Entertainment is a global entertainment marketing agency that offers clients comprehensive services, including music/entertainment strategy and consulting; talent procurement and licensing; experiential live activation; entertainment partnerships; brand integration and product placement; and digital consulting and marketing. With offices in New York, Milwaukee, Chicago, Los Angeles, London, Paris and Beijing, GMR Entertainment is a division of GMR Marketing, a member of the Radiate Group, a global network of independently branded marketing services agencies operating within the Omnicom Group Inc.

About Hip Digital Media

Hip Digital Media is the leading consumer experience network. Hip Digital offers innovative customer experiences and digital campaigns for Fortune 500 brands. Hip Digital Media brings together communities, music, brands and consumers through custom built technology, including (PACE™), its Content Management System, which allows for turnkey creation of powerful online consumer experiences. For more information please visit: www.hipdigitalmedia.com.

About ESE Foods

ESE Foods is a subsidiary of East Side Entrées of Woodbury, New York, which specializes in developing and marketing nutritious, kid-friendly products to the school foodservice and retail markets. East Side Entrées has been a leading supplier of nutritious food products to America's children since 1998. The company works with registered dietitians and leading nutritionists to create delicious and nutritious products geared specifically to children. Breakfast BREAKS was designed to eliminate the traditional barriers to serving breakfast to children and to motivate kids to begin each day with a nourishing meal. To learn more about Breakfast BREAKS, go to www.breakfastbreaks.com.

Cheerios®, *Cinnamon Toast Crunch®*, *Honey Nut Cheerios®* and *Lucky Charms®* are registered trademarks of General Mills used with permission.

©2007 The Coca-Cola Company. "Minute Maid" is a registered trademark of The Coca-Cola Company used under license.

PR Contact for Hip Digital Media:

Sarah Miller

Axis Marketing & PR

T: (310) 276-2220

E: smiller@axismarketingpr.com