

FOR IMMEDIATE RELEASE:

Hip Digital Media Partners with AWE To Provide Digital Music Solutions for Brands

Strategic Partnership Aligns Digital Music with Branded Entertainment

New York, NY (May 10th, 2007) - Hip Digital Media, the industry's leading promotional digital music distribution company, today announced a partnership with AWE, a leading, global entertainment marketing agency under the Radiate Group umbrella of Omnicom. The strategic partnership allows Hip Digital to deliver music by building promotional and loyalty programs for consumer and corporate brands through AWE's partnerships.

Hip Digital's partnership with AWE also provides the opportunity to offer customized digital music marketing programs to its select clients and partners by utilizing Hip Digital's proprietary pin code redemption platform for delivering music.

"As we watched the music business landscape shift into the digital domain, we knew it was imperative that we have the best partner in this space to provide our clients with the most robust and flexible digital music solution," said Marcus Peterzell, Co-President of AWE. "Hip Digital is the perfect partner to offer that solution, as their platform utilizes the best technology and since they are from the music space they know exactly how to tailor their programs for our brands."

Hip Digital will supply front and back-end services for the distribution of digital music via custom loyalty and incentive programs through branded micro-sites and custom web properties. Hip Digital's promotional download services also allow third party clients to brand promotional campaigns as they see fit, meeting specific client needs.

"With more companies looking toward digital music distribution to drive and enhance loyalty, incentive and promotional campaigns, we feel AWE is the perfect partner to assist with our deployment of our digital technology platform to the right market," says Mark Holden, President & CEO of Hip Digital Media. "This partnership allows us to collectively work together in the agency and brand world to create compelling programs designed for clients in this massive space."

About Hip Digital Media, Inc.:

Hip Digital Media Inc. is a leading business-to-business service provider specializing in the licensing and distribution of digital music. Hip Digital offers an exceptional solution for the delivery of digital music through simple and intuitive web services with limitless customization and content. From application

development, and content management, to licensing and reporting, Hip Digital brings together all of the necessary components for creating powerful yet simple branded music experiences. Hip Digital Media's client list includes EMI MUSIC CANADA (Nissan, VISA, Ernst & Young, HMV), Jetstar Entertainment, (Pepsi Access), Universal Music Canada, CORUS Entertainment (CMT.ca), The Government of Canada (SXSW-Canadian Blast) and more. 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.

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