

# **Hip Digital Media Continues to Lead the Incentive, Premium and Loyalty Market Through Digital Music Distribution**

## *Major Brands Use Music To Drive Sales*

**Vancouver, Canada, October 24, 2007** – Hip Digital Media, a full service digital media agency specializing in the licensing and distribution of digital entertainment, continues to expand the loyalty, premium and incentive market with award-winning, custom-branded digital music properties . Hip Digital Media’s proprietary platform and sophisticated pin code technology have helped launch several branded campaigns, increasing customer and brand loyalty with promotional music downloads.

Hip Digital Media has created custom-branded digital music sites in conjunction with the world’s leading record labels including, Capitol Records – EMI Music Canada (Visa, Teva, Norah Jones, Nissan, ESSO, Ernst & Young,) Pepsi, Sony BMG (Samsung with Beyonce, Elvis, Dentyne, Bob Dylan ), Universal Music Group Canada (Maroon 5 and Rascal Flatts), Warner Music Canada (Michael Bublé / Aeroplan), Seagate with The Orchard, Boru Vodka , Country Music Television, LifeSavers for YTV, Government of Canada, and most recently Hip Digital Media launched the Aeroplan Music Store ([www.aeroplanmusicstore.com](http://www.aeroplanmusicstore.com)) for Canada’s premiere loyalty program - Aeroplan.

“Hip Digital Media delivers unprecedented digital music programs for brands who are looking for more innovative ways to capture and retain customer loyalty,” said Mark Holden, President & CEO of Hip Digital Media. “Our custom-branded music properties give clients the means to expand consumer knowledge while reinforcing brand values through the most influential medium there is – music.”

As a full-service digital entertainment agency, Hip Digital’s extensive suite of services includes turn key promotional services, content licensing & acquisition, web design & programming, content management, scalable distribution, media & license fulfillment and comprehensive reports & data tools.

In addition, Hip Digital Media provides a critical role to brands and advertising agencies by offering their customers the ability to attract new customers and retain existing loyalty through various digital music programs. Various forms of distribution include:

- Premier loyalty programs
- Online marketing
- Digital download cards
- Gifts with purchase incentives
- On pack pin codes
- Custom branded direct marketing
- Web-based distribution: emails, newsletters, electronic surveys, social networking and mobile distribution.

Hip Digital Media is partnered with advertising industry leader GMR and leading music labels such as EMI Music Canada, Sony BMG Music Canada Universal Music Canada, Warner Music Canada, and independent distributors such as Nettwerk Music Group and The Orchard. Hip Digital Media provides over one million licensed songs from all major record labels, independent labels and music aggregators.

Hip Digital Media will soon be releasing the results for the 2007 Digital music promotion poll in conjunction with Promo Magazine, AWE and The Orchard. The survey can be accessed at <http://2007promopoll.hipdigital.com/AxisPR>.

### **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 the creation of powerful music experiences. For more information about Hip Digital, please visit [www.hipdigitalmedia.com](http://www.hipdigitalmedia.com).

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