

## **Hip Digital Media & Nectar Launch The Nectar Music Store Newsletter**

*Exclusive Song and Contest from Alesha Dixon Offered to  
Nectar Music Store Members*

**London, UK – March 30<sup>th</sup>, 2009** - Hip Digital Media announces the launch of the Nectar Music Store newsletter. Beginning March 30<sup>th</sup>, 2009, Nectar collectors will receive regular updates on all of the latest news from the Nectar Music Store, as well as fantastic freebies, exclusive inside music industry news and other ‘money-can’t-buy’ prize draws.

Nectar members will be able to receive the exclusive previously unreleased song from pop sensation Alesha Dixon, ‘Colours of the Rainbow’. The song is offered to Nectar cardholders for free from March 16<sup>th</sup> thru April 6<sup>th</sup> at [www.nectarmusicstore.com](http://www.nectarmusicstore.com).

“We’re extremely pleased with the launch of the newsletter as a regular on-going communication vehicle with Nectar collectors in concert with the exclusive Alesha Dixon opportunity”, said Mark Holden, President, Hip Digital Media, Inc. “This is another shining example of our collective on-going commitment to developing music centric and experiential programs that are engaging and artist focused”.

Members who sign up for the Nectar Music Store newsletter will be automatically entered into an exclusive prize draw, to win one of two prizes. Either a VIP trip for two to see Alesha in concert at the O2 in London - opening for Enrique Iglesias, including an exclusive ‘meet and greet’ with her after the show, or a ‘money-can’t-buy’ private dance lesson from the Strictly Come Dancing winner herself!

Nectar Music Store allows cardholders to spend their points instantly for digital music. Music can be downloaded in a high quality MP3 format at [www.nectarmusicstore.com](http://www.nectarmusicstore.com) and will be compatible with any music player or MP3 enabled mobile phone.

With nearly 2 million tracks to choose from, collectors can easily download their favourite album or song from the Nectar Music Store. Nectar Collectors simply need to choose the package that they want (20, 30, 40 or 50 track package), sign-in, and start downloading their music.

Alesha Dixon's debut album, "The Alesha Show" is available now on the Nectar Music Store.

For more information please visit: [nectar.com](http://nectar.com)

#### **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)<sup>™</sup>, its Content Management System, which allows for turnkey creation of powerful online consumer experiences. For more information please visit: [www.hipdigitalmedia.com](http://www.hipdigitalmedia.com)

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