

# Hip Digital Media Launches Custom Digital Music Store for Nectar

## *First Loyalty Program in UK to Offer All MP3 Format*

**Vancouver, Canada (August 27<sup>th</sup>, 2008)**— Hip Digital Media, the leading consumer experience network, and Nectar, the UK's leading loyalty card, today announced the launch of the Nectar Digital Music Store. Available for the first time from any Loyalty Program in the UK, music can be downloaded in a high quality MP3 format and is compatible with virtually any digital music device. With more than one million songs from the music catalogues of EMI, SONY BMG, Warner Music, and The Orchard, songs will be available for download at [www.nectarmusicstore.com](http://www.nectarmusicstore.com).

“We are very excited about the opportunity to enable and operate Nectar's custom branded download music store, further extending our global partnership with Groupe Aeroplan”, said Mark Holden, President and CEO of Hip Digital Media. “Through our strong relationships with content providers, we are able to lead the UK market which allows us to work closer with our partners, and continue to develop new channels for marketing, promoting and selling music.”

Nectar cardholders will be able to purchase bundles of song credits with their Nectar points, allowing them maximum flexibility to download music at their leisure. The launch of Nectar Music Store will be supported with a multi-faceted marketing campaign including a custom branded website accessible through the Nectar homepage, e-marketing, direct mail, POS across partner locations and a public relations campaign. In the coming weeks there will be an announcement of a major artist experiential campaign that will offer unique access and on-going opportunities exclusively created for Nectar collectors.

“We want to give our collectors the best possible digital music experience. By providing DRM-free downloads that are compatible with any music player, we're giving our cardholders greater choice and flexibility,” said John Sheekey, Marketing Director for Nectar. “This is a first for a UK loyalty card and we're excited to be leading the way in the ever popular world of online digital music.”

Hip Digital Media is also the agency behind the Aeroplan Music Store, which launched with industry breaking success in Canada last year. The Nectar Music Store represents the second collaboration with Aeroplan since Nectar was acquired by for the two companies since Loyalty Management Group (LMG) sold to Aeroplan, Canada's premier loyalty marketing company, in December 2007.

**About Hip Digital Media, Inc.**

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: [Hip Digital Media](#)

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**About Nectar and Groupe Aeroplan Inc.**

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Groupe Aeroplan Inc., a premier international loyalty management corporation. Groupe Aeroplan also owns the Aeroplan program, Canada's leading loyalty program. Nectar is the UK's largest customer rewards programme with 50% of UK households owning a Nectar card. Nectar points can be collected when shopping for groceries, clothes and home furnishings; paying household bills, buying petrol and even eating out. Together with Nectar eStores (Nectar's online shopping portal including 220 retailers) cardholders can collect points on 56% of household expenditure. For more information please visit: [www.nectar.com](http://www.nectar.com)

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