

**FOR IMMEDIATE RELEASE:**

## **Hip Digital Media Partners with The Orchard**

### *Strategic Partnership Enables Innovative Branded Download Programs For A Wide Range of Clients*

**New York, New York - April 3rd, 2007** - Hip Digital Media, the industry's leading promotional digital music distribution company, today announced a partnership with The Orchard, the world's leading independent music marketer and distributor. The strategic partnership gives Hip Digital access to the Orchard's expansive and diverse catalogue of over one million songs to create and deliver custom-branded loyalty programs for 3<sup>rd</sup> party clients. Of particular note, these programs will enable clients to offer music in the universally-compatible MP3 format, ensuring customers can enjoy digital music on any device in the market, including the popular iPod.

The Orchard will offer customized promotions and programs to existing and new advertisers, media partners and brand clients. Hip Digital's platform gives The Orchard the ability to deliver MP3 files for promotional purposes via branded websites that support pin code entry, custom play-lists, and instant music redemption.

"This suite of new digital music products offers brands unprecedented promotional opportunities and a mechanism for artists and labels to reach audiences in new and innovative ways. Consumers everywhere will now be able to access their favorite songs along with their favorite brands in the universally-compatible MP3 format," said Greg Scholl, president and chief executive of The Orchard. "

Hip Digital will supply front and back-end services for the distribution of the Orchard's MP3's through branded micro-sites and custom web properties. Hip Digital's promotional download services also allow 3<sup>rd</sup> party clients to brand promotional campaigns as they see fit, meeting specific client needs.

"The high demand for consumer-driven loyalty and rewards programs makes the Orchard the ideal music partner for Hip Digital. Their unique catalogue ensures music for any geography, product type, or demographic," Said Vered Koren, Vice President, Content & Business Development for Hip Digital. "The music industry is rapidly converging with advertising partners to develop promotional programs that reward consumers for engaging with brands. Hip Digital has quickly become the digital music partner and delivery platform of choice for promotional services"

## **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 Pepsi, Nissan, VISA, Ernst & Young, HMV, CORUS Entertainment, The Government of Canada 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](http://www.hipdigitalmedia.com).

## **About The Orchard**

The Orchard is the world's leading digital distributor and marketer of independent music, with a catalogue of more than one million tracks representing 73 countries, thousands of labels, and every music genre. This catalogue includes titles from multi-platinum acts such as Green Day, Coldplay, Ray Charles, and Ice T, as well as from breaking bands like The Hold Steady, Bedouin Soundclash, and Immortal Technique. The Orchard supplies all the leading legal digital music stores and mobile operators throughout the world and markets its labels' catalogues for sync song placements in films, commercials, and television shows. The company is owned by Dimensional Associates, the private equity arm of JDS Capital Management, Inc. whose portfolio companies also include eMusic and Dimensional Music Publishing. The Orchard is headquartered in New York and London, with offices in 27 countries and six continents. For more information, please visit: [www.theorchard.com](http://www.theorchard.com).

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