

FOR IMMEDIATE RELEASE:

Hip Digital Media Delivers a Canadian Blast at SXSW in Austin Texas

MP3 Sampler Served to Record Breaking Contingent at Music Festival

Austin, Texas – March 13th, 2007 - Hip Digital Media, the industry's leading digital music distribution company, in coordination with the Government of Canada and Frontside Promotions Group, will join forces at South By Southwest in Austin Texas to drive awareness to the Canadian Music Industry and artists by launching an industry-wide download program. During SXSW, Frontside will be distributing 5,000 "Canadian Blast" download cards. Each card will contain a single pin code that can be applied towards the download of MP3's from Canadian BLAST participating artists on a custom branded site built by Hip Digital.

"SXSW has become the largest annual music festival and celebration of its kind in the world and we're extremely pleased to have been chosen as the company to assist with the deployment of this ground breaking program," Said Peter Diemer, Executive VP , Strategy & Development for Hip Digital. "Given the growth of SXSW, the timing to launch a program of this magnitude is a milestone for Hip Digital. We are looking forward to providing our technology platform to power this program with our partners at the Government of Canada and Frontside Promotions Group."

This multi-tiered program will include custom download cards that will direct users to a "Canadian BLAST" branded music download store (www.canadianblast.hipdigital.com) where they will be prompted to select their music downloads, enter their pin code, and begin the redemption process. The store will contain approximately 50 tracks, song previews, and bio's and photos of all participating artists. The customized site will allow users to download all tracks in an MP3 format at once, or to make multiple visits to the site for downloading and discovery.

"Hip Digital Media has delivered the perfect solution to replace the physical CD that has historically been distributed at this event. Our collective aim was to provide easy distribution at SXSW and give access to this great Canadian music to people from around the world." Said Geoff Goddard, Managing Partner for Frontside Promotions Group, "Hip Digital's technology solution provided us with an unprecedented opportunity to ensure the best possible exposure for Canadian artists in this program for the Canadian Government at SXSW."

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About Hip Digital Media, Inc.:

Hip Digital Media Inc. is the 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 and more. For more information and details about our products and services, please visit www.hipdigitalmedia.com.

About Frontside:

Frontside Promotions Group is one of Canada's most prominent independent music and lifestyle promotions firms. Launched in 2003, Frontside operates divisions handling Street & Lifestyle Marketing, Commercial & College Radio Promotion, Publicity and Online Marketing. The company is headquartered in Vancouver, BC and has recently expanded into the US market with the opening of an office in New York City. Frontside's client list includes Body Worlds, Cirque du Soleil, Apple iTunes, Sony BMG Music Canada, EMI Music Canada and Shaftebury Brewing. Additional information is available at www.frontside.ca:

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