

For Immediate Release:

Tim Clark Joins Hip Digital Media's Advisory Board

Hip Digital's Expansion Adds Music Industry Veteran to Advisory Board

London, UK, April 30, 2008 - Hip Digital Media, a leading full service digital media agency specializing in the licensing and distribution of digital entertainment, today announced Tim Clark, a founding partner for IE: Music Group has joined Hip Digital Media's Advisory Board.

"As the digital revolution gathers pace, innovative thinking, unique experience and a fearless entrepreneurial spirit are required to succeed," said Tim Clark. "Hip Digital has all three in spades and I'm convinced they will help build a dynamic future for the entertainment industries and to find answers to the many questions posed by the rapid advancement of technology. I am looking forward to working with the Hip Digital team."

Tim Clark brings over 30 years of business and entertainment experience in the music industry to Hip Digital's Advisory Board. Clark is a founding partner of the IE: Music Group, the Entertainment Company that represents Robbie Williams, Archive, Sia, Craig Armstrong and Passenger, and includes wholly owned subsidiaries Hangman Studios, the successful film house and Hangman Films.

Clark started his career at Island Records, the label founded by his mentor, the legendary Chris Blackwell. He learnt every facet of the music business while working at Island and was fortunate to work with some of the greatest artistes of the past 30 years, including Bob Marley, Free, King Crimson, Roxy Music, Cat Stevens, Massive Attack and, of course, Robbie Williams.

Tim is widely respected throughout the music industry for his innovative approach to music management, new business models and his support of digital media. He is also Vice President of UNICEF and supports the organization tremendously.

"It is an honor and privilege to welcome Tim Clark to our Board of Advisors. As a highly respected innovator and leader in the music industry, Tim brings a wealth of knowledge and experience to Hip Digital." Said Mark Holden, President, & CEO for Hip Digital Media. "His addition will have a strategic

impact with our plans for global expansion and we look forward to including him on our team.”

About Hip Digital Media: 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. Hip Digital is represented to the advertising industry by GMR, a division of Omnicom. For more information and details about our products and services, please visit www.hipdigitalmedia.com.

PR Contact for Hip Digital Media:

Sarah Miller

Axis PR

T:310 276-2220

E:smiller@axismarketingpr.com