

Hip Digital Media Adds State-of-Art Content Management System to Digital Delivery Platform

Proprietary “CMS” Technology Drives Instant Accessibility To Customer Campaigns

Vancouver, British Columbia – May 3rd 2007 - Hip Digital Media, the industry’s leading promotional digital music distribution Company, today announced the launch of Version 1.0 for its state-of-the-art Content Management System (CMS). The proprietary CMS technology combines a sophisticated user interface with an advanced pin code software technology allowing partners & customers to create promotions that maximize the impact of their products and services.

“Our Content Management System will allow our partners and customers the ability to instantly generate promotions and campaigns based on a flexible library of customizable visual templates.” said Karim Mitha, CTO of Hip Digital Media, Inc. “The entire process from conceptual design to music catalog selection to production deployment is handled seamlessly through our web based interface.”

The CMS has been fully designed with front-end ease of use in mind. The key functionality for Hip Digital’s CMS platform includes support for a variety of promotion types ranging from single song campaigns to full catalog promotional stores. The CMS back-end technology includes; real-time reporting on downloads and usage, wide range of visual templates, support for multiple audio formats including Windows Media with Digital Rights Management and MP3, email based customer support, and a wizard based process for creating and managing promotions.

Hip Digital is rapidly making headway by driving on-line music sites for loyalty programs, premiums, incentives and online surveys for clients and brands such as: EMI Music Canada (Nissan, Visa, HMV, Ernst & Young), Jetstar Entertainment (Pepsi Access), Corus Entertainment (Country Music Television), Universal Music Canada, Government of Canada, The Orchard and many others.

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 EMI MUSIC CANADA (Nissan, VISA, Ernst & Young, HMV), Jetstar Entertainment, (Pepsi Access), Universal Music Canada, CORUS Entertainment (CMT.ca), The Government of Canada (SXSW-Canadian Blast) 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.

PR CONTACT FOR HIP DIGITAL MEDIA:

Sarah Miller

Axis Marketing & PR

Tel: 310 276-2220

Email: smiller@axismarketingpr.com