

Hip Digital Media and Nectar Launch Exclusive Dido “SAFE TRIP HOME” Fan Contest

Nectar Music Store offers FREE Dido MP3 Music Download

London, UK (October 2, 2008) - Hip Digital Media, Nectar, and RCA Label Group, today, announce the launch of an exclusive music campaign with international multi-million selling artist, Dido, via the Nectar Music Store (www.nectarmusicstore.com). In a special Nectar exclusive, cardholders who download the complimentary album track, *Look No Further*, from the Nectar Music Store will be automatically entered into a free draw for the chance to win a VIP, all expenses paid tickets to a top secret album listening party for Dido's third album *Safe Trip Home* in the US. The exclusive 'Dido Fan Event' will also include an audience Q&A and Dido performing tracks from the album, which is released in November 2008.

"We are honoured to be working closely with RCA Label Group and Nectar to present this great opportunity with such a profound artist as Dido. The ability to offer a full MP3 download, in addition to such an exclusive fan event is groundbreaking in the UK marketplace", said Peter Diemer, Executive Vice President, Strategy & Development, Hip Digital Media Inc. "The sophistication of Hip Digital's technology, combined with Nectar's easy, one step-sign-in on the music store site, makes this a fan favourite."

Following the launch of the Nectar Music Store in August, Hip Digital Media and Nectar, have partnered with RCA Label Group and Dido in the first UK Loyalty marketing programme of its kind, for the online digital music site (www.nectarmusicstore.com). Between, October 1st and 15th, Nectar cardholders will be able to download the single, *Look No Further* - from Dido's eagerly awaited new album, *Safe Trip Home*, absolutely free.

"We're delighted to be working with Dido. After five years away, there is a lot of excitement about her return and it's fantastic to be able to offer our collectors an exclusive preview track." Said John Sheekey, Marketing Director for Nectar.

The Nectar Music Store allows cardholders to redeem their Nectar points instantly for digital music. Available for the first time from any loyalty programme in the UK, music can be downloaded in a high quality MP3 format and will be compatible with any music player or MP3 enabled mobile phone. With more than one million songs

licensed from major and key independent labels, songs and full albums can be downloaded at www.nectar.com. 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.

About Hip Digital Media Inc.

Hip Digital Media is the leading consumer experience network. Hip Digital offers innovative customer experiences and digital music 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: www.hipdigitalmedia.com

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.

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