



FOR IMMEDIATE RELEASE

HFA to Support Google Play with Licensing & Rights Administration Services

New York, March 29, 2012: The Harry Fox Agency, Inc. (HFA), a premier rights management solutions provider for the music and other intellectual property-based industries, announced today that it has entered into licensing and administration services agreements with Google to support promotional features for Google Play.

HFA's deeply established relationships with more than 46,000 affiliated publishers, flexible state-of-the-art technology and comprehensive rights database uniquely positions it to provide these services to Google.

"HFA is pleased to collaborate with Google to help encourage more consumer music purchases through innovative programs. We strive to support the growing digital eco-system as it evolves to meet consumer content demands with our rights management services so that companies can focus on their music initiatives," said Lauren Apolito, Vice President of Strategy & Business Development at HFA.

"Google highly values the music publishing community's support. We are pleased to continue to work with music publishers and HFA," said Tamara Hrivnak, Senior Business Development Strategist for Google Play.

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About HFA

HFA is a premier rights management solutions provider for the music and other intellectual property-based industries. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. Slingshot, HFA's rights management service offering, includes a suite of information management and technology solutions designed to simplify and facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). Additionally, for the past three years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit harryfox.com.



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