



**FOR IMMEDIATE RELEASE**

**HFA and Retail Radio Announce Licensing Arrangement  
For In-Store Background Music**

New York, November 7, 2011: The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management, licensing and royalty services for the music industry, and Retail Radio, one of the fastest growing retail entertainment and sensory branding service providers in the US and Canada, announced today a licensing agreement that will provide Retail Radio access to catalogs belonging to HFA's more than 46,000 affiliated publishers.

Under the arrangement, HFA will offer its affiliated publishers the opportunity to participate in Retail Radio's popular background music service provided to retailers in the US. Retail Radio's in-store music solution serves some of the biggest brands in retail. Utilizing their award-winning technology and the industry's most comprehensive database, HFA will quickly provide licenses for millions of songs played in thousands of stores serviced by Retail Radio. With HFA handling the entire licensing process, Retail Radio can focus on providing a background music service which enhances the in-store experience at retail locations.

"As the preferred licensing resource for so many background music services, HFA is pleased to be working with Retail Radio, ensuring speed-to-market and licensing that is both accurate and transparent," said Michael Simon, Senior Vice President of Business Affairs, General Counsel and Chief Strategic Officer for HFA.

Retail Radio's Vice President of Sales, Bill Louie, commented: "Retail Radio is proud of our partnership with HFA and the ability it gives us to offer our clients an even wider music selection."

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**About HFA**

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. 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. HFA's service offering includes a suite of outsourced technology solutions designed to 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 our website at [harryfox.com](http://harryfox.com).



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### **About Retail Radio**

Retail Radio, one of the fastest growing retail entertainment service providers in the U.S. and Canada, provides sensory branding services including licensed ambiance for business. Their services also include messaging designed to entertain and educate which creates revenue generating opportunities. Retail Radio's offerings include licensed music, on-hold music, video services, queuing and production services. Retail Radio services are active throughout the United States and Canada in thousands of locations. Retail Radio's clients include Fortune 500 companies as well as small businesses who want the most for their customers' shopping experience. For more information please visit [www.retailradio.biz](http://www.retailradio.biz) or call 1-888-807-6863.

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