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## **HFA'S SLINGSHOT DELIVERS MUSIC RIGHTS MANAGEMENT SERVICES TO GOOGLE PLAY**

New York, January 14, 2013: The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management solutions for the music and other intellectual property-based industries, is working with Google Play to deliver rights management services for its digital music service for Android devices and the web.

HFA's rights management service, Slingshot, will support Google Play as it taps into HFA's comprehensive rights database and extensive publisher relationships to facilitate the licensing of music for use in its music locker and music store. HFA will also provide license administration and process royalty distributions to publishers.

"HFA continues to forge relationships that join content creators and digital music distributors in win-win opportunities. We are thrilled that Google is developing new music publishing revenue streams and are delighted to streamline their content clearance process so that they can focus on providing their customers with the best service possible," said Michael Simon, President and CEO of HFA.

Google Play offers digital music, movies, books, magazines, apps and games for Android devices and on the web. More than 1.3 million new Android devices are activated each day around the world.

### **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. 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 of the Digital Data Exchange (DDEX). Additionally, for the past four years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit [harryfox.com](http://harryfox.com) and [hfaslingshot.com](http://hfaslingshot.com).



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