



FOR IMMEDIATE RELEASE

**HFA AND PCM TECHNOLOGIES PARTNER TO PROVIDE LICENSED
BACKGROUND MUSIC SERVICES**

New York, May 5, 2011: The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management, licensing, and royalty services for the music industry, and PCMusic, a leading provider of customized background music solutions for businesses have announced a licensing agreement.

Under the agreement, HFA will offer its more than 46,000 affiliated publishers the opportunity to participate in PCMusic's popular service. Using state-of-the-art technology and the industry's most comprehensive song database, HFA can quickly and efficiently provide licenses to PCMusic. PCMusic services some of the most well-known hospitality, restaurant, fitness and retail brands around the world. With HFA supporting their licensing process in the U.S., PCMusic can continue to provide their clients customized playlists on their revolutionary MUSICbox, creating the ultimate guest experience for patrons.

"We are happy to work with PCMusic and provide the necessary licenses ensuring an enhanced listening experience to their clients' end-users," said Lauren Apolito, Vice President of Strategy & Business Development at HFA.

"HFA helps make the licensing part of our business worry-free, allowing us to focus on creating and implementing unique music solutions for our clients," said Gina Rizhanovsky, President and CEO at PCMusic.

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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, HFA was recognized by *InformationWeek* on

its 2010 Top 500 Relentless Innovators list, where the company ranked 121. For more information about HFA visit our website at harryfox.com.



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About PCM Technologies

From background music and messaging to audio/video integration, PCMusic is the leading provider of customized, On Demand licensed background music solutions. Used by some of the most influential brands in the world, MUSICbox, an innovative music delivery system, has revolutionized the medium used by the hospitality and retail industries providing unprecedented control and flexibility for businesses and their brands. PCMusic was recognized by PROFIT as one of the fastest growing companies in Canada in its PROFIT100 list for 2010. Headquartered in Toronto, with a regional office in Chicago, PCMusic is a single source solution provider encompassing all aspects of audio architecture; uniting music and sound system design. For more information about PCM Technologies, visit our website at www.PCMusic.com. What does *your* brand sound like? TM

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