



FOR IMMEDIATE RELEASE

HFA and Ricall Partner to Provide Synchronization Licensing

CANNES, France, January 25, 2011: The Harry Fox Agency, Inc. (HFA), the leading U.S. provider of intellectual property management, licensing, and royalty services for the music industry and Ricall, the operator of the world's largest online music research and licensing marketplace, have announced their collaboration to provide a fast and easy licensing solution for synchronization licensing.

The plans for collaboration, which were finalized at this year's Midem, illustrate HFA and Ricall's commitment to simplifying the often complicated synchronization license process, which often involves licensing requests for multiple parties. The companies will work together to create a one-stop shop leveraging HFA's deep relationships with thousands of music publishers and Ricall's deep technical expertise building cutting edge music licensing platforms and its ability to provide master recordings. This powerful combination will dramatically simplify the process for users, allowing music to enhance various visual images or videos, while appropriately compensating rights holders. A unique service offering is in development and will be available later in the year.

"HFA is constantly adapting to address the needs of music licensing in all areas and diversifying our offerings," said Gary Churgin, HFA President and CEO. "Our collaboration with Ricall will make synchronization licensing simple for those looking to add music to their audio-visual projects."

"As a natural extension of our existing patented music licensing platform, and the in depth technical and licensing expertise we have developed over the last 10 years, the new platform that Ricall is powering on behalf of HFA dramatically simplifies the music licensing process by providing HFA with a unique branded one stop synchronization licensing facility," said Richard Corbett, Ricall CEO.

About Ricall

Ricall was founded in 1998 and is now the world's largest online music licensing marketplace. The company patented online platform – www.ricall.com – houses a library of millions of tracks

from 25,000 copyright owners, including independent, production and unsigned music, as well as international acts from all the major music groups. Ricall connects more than 3,500 record companies and 22,000 music publishers to a global network of over 10,000 professional music users. Ricall enables these registered users to look for, listen to and license music for use in their commercial productions across a wide variety of sectors including advertising, film, television, broadcasting, games, corporate and new media. Every day, worldwide, across multiple platforms, millions of people are listening to music licensed via ricall.com.

About HFA

HFA is the leading U.S. provider of intellectual property management, licensing and royalty calculation and distribution 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 makes licensing fast and easy with Songfile®, its online application. The company also offers a variety 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). In fact, HFA was recognized by *InformationWeek* on its 2010 Top 500 Relentless Innovators list, where the company ranked 121. HFA was the only music company to be included on the list. In business for more than 80 years, HFA is the music industry's most comprehensive resource for rights management.

For more information about HFA visit our website at www.harryfox.com



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