



SESAC Holdings Introduces New Tool to Accelerate Revenue, Expedite Clearances

The Nation's Leading Provider of Rights Management, Licensing and Royalty Services introduces first component of rights intelligence platform

New York -- (July 29, 2016) – Advancing its objective of simplifying rights administration, enhancing efficiency and increasing royalty income for music rightsholders, SESAC Holdings is introducing today a new online song linking tool that accelerates revenue and expedites clearances for publishers and distributors. The innovative tool, which allows publishers to link their compositions to recordings, integrates with the combined database of SESAC Performing Rights, Rumblefish and The Harry Fox Agency (HFA). Today's launch advances SESAC Holdings' commitment to deliver revenue-and efficiency-enhancing technology to the music rights marketplace.

“Our investments in technology and database management allow our team to offer better service and enhanced revenue opportunities for songwriters and their business partners,” said John Josephson, Chairman and CEO of SESAC Holdings, Inc. “By powering our licensing and administration business units with the industry leading combined SESAC Holdings database, we’re able to make rights administration more efficient, simpler, and more lucrative.”

The new secure web application is available immediately through the Online Account of publishers that license streaming services through HFA. In the coming months, SESAC will expand the tool's user group to include clients of Rumblefish, SESAC Performing Rights affiliates, the broader HFA publisher affiliate community and, finally, publishers and writers that are not affiliated with HFA or SESAC. Uniquely, this app is neither rights-type nor distributor-specific.

“Today's launch,” said Michael Simon, President of SESAC's Rumblefish, “is the first in a series of technical enhancements that will be rolled out to make work easier and more profitable for our clients.”

ABOUT SESAC

SESAC is the only **Music Rights Organization** in the United States, serving both music users and creators with music licensing services that utilize sophisticated information technology and data science in order to provide timely, efficient royalty collection and distribution. **SESAC** is unique in its ability to offer singular licenses for the works of its affiliated writers and publishers that aggregate both performance and mechanical rights in order to drive greater efficiency in licensing for music users, as well as enhanced value for music creators and publishers.

SESAC's Performing Rights subsidiary is the second oldest and most progressive PRO in the U.S., the only PRO to pay monthly radio royalties and was the first PRO to pay songwriters and publishers for live performances in venues of any size. Its affiliate roster continues to grow, with recent signings such as Green Day, Mariah Carey, Zac Brown, Kesha, Charli XCX and Nikki Sixx joining established affiliates such as Bob Dylan, Neil Diamond, Lady Antebellum and the Kurt Cobain estate.

Following the acquisition of The Harry Fox Agency, SESAC's Rumblefish subsidiary was merged with HFA's Slingshot business unit under the Rumblefish brand. Rumblefish simplifies business for digital services, publishers, labels, artists and apps. Rumblefish's transparent composition and recording administration, data and royalty management, licensing and network monetization allow clients to focus on their core business. Rights. Simplified. Royalties. Amplified.

SESAC has offices in New York, Nashville, Los Angeles, Atlanta, Portland, San Francisco, London and Munich.