



FOR IMMEDIATE RELEASE

**HFA to Provide PlayNetwork with Licensing Solutions for
In-Store Music Service**

New York, NY and Redmond, WA – November 22, 2011: The Harry Fox Agency, Inc. (HFA), the nation’s leading provider of rights management, licensing and royalty services for the music industry and PlayNetwork, producers of unrivaled media experiences for brands worldwide, today announced a renewal to their licensing agreement.

The agreement enables PlayNetwork to continue to tap the catalogs of HFA’s more than 46,000 affiliated publishers for use in their extensive network of retail, restaurant and other commercial clients in the U.S. By allowing their music to be played in business establishments serviced by PlayNetwork, publishers can collect an additional revenue stream for their catalogs. HFA will handle the complete licensing process, ensuring licenses are issued quickly and efficiently so PlayNetwork can continue to provide creative entertainment media experiences to their many brand clients in the U.S.

Michael Simon, Senior Vice President of Business Affairs, General Counsel and Chief Strategic Officer for HFA commented, “We are delighted to extend our relationship with PlayNetwork, a cutting-edge music service. We look forward to leveraging our relationships with thousands of publishers in order to make a more extensive collection of songs available to their service.”

“The HFA relationship provides a significant amount of content for PlayNetwork to ensure our diverse range of iconic brands receive the best content available in the industry. PlayNetwork is committed to curating the best entertainment content and HFA allows us to efficiently honor our commitment to paying the artists for their creative works,” said Lon Troxel, CEO of PlayNetwork.

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.



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About PlayNetwork

PlayNetwork produces unrivaled media experiences for brands worldwide. PlayNetwork programs include music, messaging, video, web radio artist promotions and events, A/V systems, advertising networks, and commercial XM Satellite Radio. PlayNetwork aims to deliver experiences with the truest level of customization and integration across every touch point — in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing for over 75,000 media subscribers in 70 countries, reaching over 23 million people every day. For more information visit — playnetwork.com or xm4biz.com.

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