



FOR IMMEDIATE RELEASE

BigChampagne and MusicIP Partner to Bring Standardized Online Music Search and Measurement Capabilities

Partnership to Lead to Enhanced Product and to Aide Artists and Music Lovers

Beverly Hills, CA and Monrovia, CA (March 15, 2006) - BigChampagne Online Media Measurement and MusicIP today announced a strategic relationship to map the online music preferences of listeners worldwide. Together the two companies will analyze music preferences and consumption, while providing listeners complete privacy, to help businesses and artists provide the right songs, services and products to consumers.

Under the terms of the agreement, BigChampagne will provide information about artists and songs, supplying MusicIP with additional empirical information about what online music fans in specific markets are demanding. In turn, MusicIP will provide anonymous, aggregated reports on the collection statistics of tens of millions of MusicIP -powered desktops, portable devices, media players and Web sites.

"The new MusicIP platform and services are poised to standardize music recognition and discovery for millions of listeners," BigChampagne CEO Eric Garland said. "Working together, we will turn the largest collection of information about online music consumption into real, actionable intelligence that will be used by both consumers and businesses."

New offerings from BigChampagne will include branded MusicIP Music charts as well as integrated tools for optimizing relationships among MusicIP customers, users of Apple iTunes music store, Yahoo! Music, AOL Music, and broadcast programming from MTV networks. Additional information from BigChampagne's strategic partner Nielsen Entertainment includes in excess of 100 million song detections annually on more than 1,200 U.S. radio stations in over 130 markets. Information from BigChampagne and Nielsen BDS currently power online music charts in Billboard Radio Monitor.

"BigChampagne's market research will further strengthen our ability to connect artists with consumers and the industry," said Dr. Matthew Dunn, CEO of MusicIP. "Together we'll be able to identify what types of music consumers have in their collections and provide useful products and services to all of our consumers, musicians and the music industry. Combining this data, with the largest collection of digitally fingerprinted music, we are able to identify relationships between songs that consumers connect with and in turn better personalize and expose audiences to new music."

New products from MusicIP will pair collaborative data from BigChampagne ("people who like this also like that") with music relationships from MusicIP ("this sounds like that") to create unprecedented customer insight and produce more meaningful discovery for music fans.

MusicIP and BigChampagne will be showcasing their new services at SXSW 2006.

About MusicIP

A unique innovator in the digital music domain, MusicIP delivers a suite of solutions to maximize music discovery. Founded in 1999, with headquarters in California and offices across North America, MusicIP's services reach and serve the world market for digital music. MusicIP's software includes consumer-electronics firmware, desktop development kits and components, and enterprise-deployable servers. MusicIP's services include the groundbreaking MusicDNS web service and the comprehensive music-discovery services based on company's patented systems and methods. Learn more about us at www.musicip.com.

About BigChampagne

BigChampagne Online Media Measurement (<http://www.bigchampagne.com>) is a leading provider of information about online media consumption and the analytic tools for measuring the impact of marketing impressions online and off. Since the company's launch in 2000, BigChampagne has become a nexus for intelligence about media consumption. In strategic partnership with Nielsen Entertainment, the company aggregates and analyzes information about media of all types, from a wide variety of sources for download and "streaming" music online, as well as terrestrial radio. In short, the company collects information about how and where people enjoy popular music, movies and other media, and then analyzes the information to tell customers what titles are most popular, who's interested, and why.

BigChampagne is a privately-held technology and market research company, specializing in online music. BigChampagne pioneered the concept of peer-to-peer (P2P) measurement starting with the popular Napster community, and is today an industry standard online media research tool.

BigChampagne's customers and subscribers include MTV, major record labels, music publishers, commercial radio stations, artists, managers and other music industry professionals.

BigChampagne's syndication partners include Billboard Radio Monitor, Entertainment Weekly and E! Entertainment Television. BigChampagne has offices in Beverly Hills, CA and Atlanta, GA.

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