

**For Immediate Release**

# **THE ORCHARD LAUNCHES GROUNDBREAKING ONLINE SYNCH TOOL FOR MUSIC SUPERVISORS**

## **MusicIP to Power Trackdown™, The Orchard's Innovative New Music Licensing Search Engine**

**Monrovia, New York and London — May 14, 2007 —** Following recent announcements of the major expansion of its synchronization and music licensing business, The Orchard, the world's leading digital distributor and marketer of independent music, and MusicIP, a leader in digital music technology, announced a unique collaboration to harness the power of MusicIP's MusicSearch™ technology in a new search facility called "Trackdown™", which The Orchard will offer to select music supervisors and other industry professionals.

MusicIP's MusicSearch™ technology lets Trackdown™ users search on millions of terms – including familiar mainstream artists and titles – returning musically similar matches from The Orchard's catalogue. MusicIP's industry-leading database of over 29 million analyzed songs has been mathematically related to The Orchard catalogue using patented technologies incorporating acoustic and social relationships. Hundreds of thousands of titles from The Orchard's catalogue of over one million tracks are available on the Trackdown™ service, located at <http://www.theorchard.com/trackdown>.

The Orchard will initially provide the Trackdown™ search facility to music supervisors in film, television and advertising, offering unparalleled music discovery and navigation of The Orchard's diverse licensing catalogue, which represents every music genre and spans international multi-platinum acts, cutting-edge breaking bands, and iconic, historically significant regional music. Additionally, The Orchard and MusicIP are collaborating on a consumer-facing portal with web and music device access.

"We're proud to be partnering with The Orchard to unleash the value of their digital catalogue," said Dr. Matthew Dunn, CEO of MusicIP. "Having the world's

largest digital distributor be the first to implement our MusicSearch™ technology on this scale is a true honor for us.”

“As The Orchard continues to transcend traditional notions of ‘distribution’ and redefine what it means to be a true business partner to artists and labels, our new Trackdown™ service, powered by industry-leader MusicIP, ensures our music supervisor clients have a powerful, easy to use tool to find what they need in our peerless catalogue,” said Greg Scholl, president and chief executive of The Orchard.

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### **About MusicIP**

MusicIP provides music relationship solutions for digital music devices, applications and online services. The company is the market leader in track-centric music, with patented technologies and the industry’s largest dataset of over 29 million fingerprints and musical signatures. Solutions include music identification, music search and music reporting. For more information, visit [www.musicip.com](http://www.musicip.com)

### **About The Orchard**

The Orchard is the world’s largest and leading digital distributor and marketer of music. The Orchard staffs offices in 27 countries and controls an unparalleled catalogue of over one million songs from 73 countries, thousands of labels, and every conceivable music genre and era. This catalogue spans international multi-platinum acts; cutting-edge, breaking bands; and iconic and historically significant regional music. The Orchard supplies music and video to the leading digital music stores and mobile operators throughout the world, and executes global marketing and promotion programs locally, with experts in every music territory managing initiatives tailored to each country’s unique dynamic. The Orchard works as a close business partner with its label clients and provides retail sales and marketing, an extensive suite of online promotional programs, synchronization placement, global royalty collection, global publishing administration, and in some cases, co-production investment capital. The Orchard also provides strategic media services to an impressive roster of digital retailers and leading consumer brands, ranging from publishing research, licensing and administration through comprehensive online and offline branding programs. The Orchard was founded over a decade ago as the first company to provide independent artists and labels with broad and fair access to distribution, and takes great pride in its commitment to fair and equal treatment for all labels, regardless of size or location. For more information, please visit us at [www.theorchard.com](http://www.theorchard.com)

**Media Contacts:**

For MusicIP.  
Stephanie Phillips, VP of Marketing  
MusicIP  
+1.214.679.6590  
[stephanie@musicip.com](mailto:stephanie@musicip.com)

For The Orchard.  
New York  
Jaclyn Ranere  
t. 212-300-2839  
e. [jaclyn@theorchard.com](mailto:jaclyn@theorchard.com)

London  
Simon Lait  
t. +44 (0)1832 720 292  
m. +44 (0)7785 596 593  
e. [simon@theorchard.com](mailto:simon@theorchard.com)