



MusicIP Adds Former Microsoft Vice President to its Board of Directors and Names New Vice President of Sales

New members continue to boost the company's dynamic digital music and technology team

Monrovia, Calif.— (April 28, 2008) — [MusicIP](#), a provider of scalable music identification and discovery solutions, today announced a new company board member, former Microsoft corporate vice president, Lindsay Sparks. He will be joining MusicIP's board of directors – who collectively boast a wealth of industry knowledge and expertise. MusicIP also announced that former consultant Scott Lehr has officially joined the company as vice president of sales, strategy & business development.

“MusicIP has earned its reputation in the industry through our premier music identification technology, exceptional partnerships, and our strong digital music and technology team who deliver the most innovative solutions for our customers,” said Andrew Stess, MusicIP chief executive officer. “Lindsay and Scott are welcomed additions to the MusicIP family and their experience and passion for the industry are great assets for our company and will be utilized to the fullest.”

Formerly Sparks held the position of corporate vice president (CVP) and officer of Microsoft Corporation. He joined the company back in 1992 as a director and quickly climbed the ranks to CVP, a position which he held for 10 of his 15 years at the company. Sparks' tenure at Microsoft built on his extensive sales experience and expanded to managing global and new business ventures crossing many disciplines within the company. Before joining Microsoft, Sparks began his career as a mainframe systems programmer, participated in two technology startups and helped establish Fujitsu's presence in Canada.

“There were many reasons why I was attracted to MusicIP, but I am especially excited by their technology and know it has the potential of revolutionizing the world of digital music,” said MusicIP director, Lindsay Sparks. “I'm looking forward to helping the company's executive team further refine MusicIP's strategy, vision and solidify its position as the de facto solution for music recommendation and discovery.”

Industry veteran Lehr has spent the last decade building sales and business development teams in the digital media, Internet and information services industries. He has a proven track record in developing domestic and international sales channels and strategic partnerships. A focused senior-level manager and deal-maker, Lehr has experience negotiating complex agreements with

major media, retail, Internet, CE, Mobile and entertainment companies, including global brands such as Apple, Fox Interactive, Microsoft, eBay, AOL and Yahoo! Before MusicIP, Lehr was SVP Strategy & Business Development at MyStrands. Prior to that, Lehr spent 11 years building the sales and business development organization for Muze Inc as their VP of Global Business Development.

MusicIP's technology can evaluate music libraries and provide song recommendations based on the user's taste in music- like a favorite radio DJ. Essentially, MusicIP products take the guesswork out of song selection – instead of scrolling through an entire music library, MusicIP's one-touch scan and mix technology allows music fans to select any song and start building a playlist in seconds, rediscovering forgotten songs in their digital library while also being introduced to new music based on the songs that they already love.

About MusicIP

MusicIP empowers companies with authoritative music recommendations and an immersive listening experience for their customers. MusicIP's scalable music identification and discovery solutions enable the listener to easily personalize, discover and arrange their music on portable media, software and online partner sites. MusicIP products take the guesswork out of song selection – instead of scrolling through an entire music library, MusicIP's one-touch scan and mix technology allows music fans to start building a playlist in seconds based on the user's taste in music or a particular song. Founded in 2000, the company's patented acoustic analytics and inventive products are used by the world's most well-known brands including Memorex, Disney Consumer Electronics, MusicBrainz and LyricFind to name a few. For more information, visit: www.musicip.com

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