



Soundflavor Licenses MusicIP Acoustic Fingerprint Service

Soundflavor DJ digital music player incorporates MusicDNS web service to provide seamless user experience and advance common standard for track identification.

Monrovia, CA ---November 7, 2006—MusicIP, the industry’s most comprehensive music search engine, announces that Soundflavor, a leading digital music search and recommendation company, has licensed its MusicDNS™ web service as an identification standard for their new products and services.

One of the core services from MusicIP, the Music Digital Naming Service (MusicDNS™) utilizes an “acoustic fingerprint” for reliable identification of tracks. “Music doesn’t just come on plastic disks now,” noted Dr. Matthew Dunn, CEO of MusicIP. “MusicDNS cuts through the mess of digital formats and unreliable metadata in the market so that Soundflavor can give their consumers reliable, useful recommendations for songs that cannot be identified with available metadata.” As a DRM-language- format-independent technology, MusicDNS is valuable for a variety of applications and web services, with client libraries available under open-source or commercial license.

Soundflavor DJ, a recently launched digital music application that helps users quickly build great playlists, rediscover their music and shop for new music by sound, incorporates MusicDNS to identify songs using MusicIP’s database of more than 23 million tracks. The technology provides users of Soundflavor DJ with an effective identification mechanism for digital music with complete anonymity. The MusicDNS service is constantly updated, with tens of thousands of new tracks being added each day, which means Soundflavor DJ can deliver a fast-growing set of recommendations to its users.

“We created Soundflavor DJ to give consumers the best music recommendations possible for any songs they may own, and integrating MusicIP’s MusicDNS song recognition technology is an important component of that,” said Steve Skrzyniarz, CEO and founder of Soundflavor. “We look forward to ongoing collaboration with MusicIP as we continue to expand our consumer product family.”

About MusicIP

Founded in 2000, MusicIP is a revolutionary technology company that is re-inventing the digital music business by providing unique solutions to a continually evolving industry. MusicIP provides patented, scalable solutions for music devices, desktop applications and web-based services. The company’s value proposition is simple: make music more enjoyable and accessible for people, so that artists, retailers, and consumer



electronics manufacturers sell more music. For more information, visit www.musicip.com.

About Soundflavor, Inc.

Soundflavor, Inc. is a digital music company providing industry-leading music search and recommendation products to both music professionals and consumers. The company's recommendations are based on more than six years of research, and span hundreds of genres, eras, and countries. The Soundflavor Music Recommendation Engine is available for licensing to enable consumer and commercial music companies to provide their customers with the ability to discover, sample, and purchase music more efficiently. Soundflavor is based in San Francisco. For more information, visit www.soundflavor.com.

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