

FOR IMMEDIATE RELEASE



**ULTRA INTERNATIONAL MUSIC PUBLISHING PARTNERS WITH MUZAK TO MAKE
ENTIRE CATALOG AVAILABLE**

Partnership Powered by RightsFlow's Licensing Resources

May 26, 2010, New York, NY – Ultra International Music Publishing, a rapidly growing international independent music publisher, has partnered with Muzak, the leader in sensory branding solutions for businesses, to integrate Ultra's diverse catalog into Muzak's platform of customized playlists.

Ultra International Music Publishing boasts a rich repertoire of international songwriters, producers and artists in Hip-Hop, R&B, Reggae, Latin, and Dance. Recent Ultra chart-toppers include "Blame It" performed by Jamie Fox feat T Pain and "I Know You Want Me (Calle Ocho)" performed by Pitbull.

"We are happy to offer Muzak full access to our versatile catalog," commented Patrick Moxey, CEO & President of Ultra. "Muzak's service provides us with an opportunity to share our works with millions of people while our songwriters get compensated for the use."

"We are excited to partner with Ultra Music Publishing," said Jason McCormick, Director, Music Industry Relations at Muzak. "Ultra's multifaceted catalog lends itself well to a wide array of client programs. We believe this access will significantly benefit our clients by providing them with the diverse songs and sounds of Ultra."

Headquartered in South Carolina, Muzak creates customized music playlists for 350,000 clients that are experienced by 100 million people every day. This agreement will be powered by RightsFlow, leading experts in mechanical licensing, who's proprietary "FLOW" licensing technology connects licensee with licensor and simplifies how rights holders get paid.

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About Ultra International Music Publishing

Ultra International Music Publishing is a rapidly growing, independent music publishing company representing artists, songwriters, producers and agents from around the world. Its current roster includes a diverse catalog spanning some of today's biggest acts, including Kanye West, Rihanna, Usher, Trey Songz and Ne-Yo amongst many others in the genres of Urban, Pop, Hip-Hop, Dance, Dancehall/Reggae and Latin. Placements of Ultra-controlled repertoire include such blockbuster Hollywood film releases as "Couples Retreat", "Hancock", "Tropic Thunder", and "Get Him To The Greek", coming out soon! Television placements include such series as CSI, The Hills, Chuck, Breaking Bad, Vampire Diaries and Entourage;; high profile advertising campaigns for such brands as Victoria's Secret, Coca-Cola, KFC, and Target; mobile device apps such as "Tap Tap Revenge", and the hottest new video games like DJ Hero, NBA Live, Need For Speed, and Shaun White: World Stage.

Ultra International Music Publishing is affiliated with Ultra Records, #1 independent US Dance label with a roster boasting the hottest dance acts , including Deadmau5, Tiesto, Kaskade, Benny Benassi, Pitbull, Calvin Harris, Kim Sozzi and Basement Jaxx to name a few.

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About Muzak

www.muzak.com

For more than 75 years, Muzak has been at the forefront of the sensory branding industry. By acquiring, designing and delivering rich media-based solutions to clients worldwide, our services reach over 100 million people every day. Through nearly 200 sales and service offices, Muzak designs, delivers and installs custom music, voice messaging, Digital Signage networks, leading drive-thru equipment and professional sound systems to a variety of clients in the retail, hospitality and restaurant industries. For more information, visit www.muzak.com

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About RightsFlow

www.rightsflow.com

RightsFlow is a leading provider of mechanical licensing services and royalty payment technology for online music services, record companies, distributors, artists, and

songwriters. The RightsFlow technology powers rapid song identification and provides an unprecedented level of transparency for both licensees and licensors. RightsFlow specializes in obtaining bulk physical, DPD, and ringtone licenses including streaming, tethered, and limited download rights. Our proprietary “FLOW” licensing technology and 13.5 million song database allow us to license content, render accounting, and pay royalties on behalf of clients quickly and accurately, ensuring that rights-holders are paid for the use of their work.

RightsFlow currently serves over 10,000 clients obtaining licenses from publishers and songwriters all over the world – including major, independent and artist controlled works. Clients include Muzak, The Orchard, Guvera, Scattertunes, Amie Street, [PIAS], Alliance, Kontor New Media, INgrooves, Zynga, Beatport, Hoodiny, CAM, Zebralution, E1 Canada Distribution, IODA, Cooking Vinyl, CD Baby, Disc Makers, & X5 Music Group.

RightsFlow is a Member of DDEX, DiMA and A2IM.

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