

## **MusicNet Partners with DMX to Deliver Digital Music Service to Consumers**

NEW YORK and AUSTIN (August 1, 2007) - **MusicNet**, the music unit of the leading digital entertainment services provider **MediaNet Digital**, announced today a partnership with **DMX**, an international provider of professionally designed music experiences. The two companies are partnering to create a new digital music service called **Sonic Tap**, which will offer a digital music subscription service and download store, along with access to users' music collections both on PCs and portable devices.

MusicNet will power the service, providing the underlying technology and audio and video content library. DMX will translate its decades of expertise in crafting the sonic identity of the world's most identifiable brands and providing professionally designed music experiences personalized to connect with the consumer to create a unique consumer digital music service. In addition, Sonic Tap will enable DMX's commercial customers to offer brand-centric digital music experiences.

Alan McGlade, President and CEO of **MediaNet Digital**, commented: "The DMX – MusicNet partnership is a perfect marriage between two companies doing what they do best. DMX knows how to use music to connect with consumers and ensure their brand loyalty in a unique, unforgettable way, while MusicNet continues to dominate as the industry leader in providing digital music services to global brands. Sonic Tap will be a high-quality digital music experience for DMX customers seeking alternative mechanisms of brand awareness and trend-setting appeal."

"DMX's audio branding services are heard in tens of thousands of businesses, including many of the world's top retailers, and millions of homes around the world. Consumers have been listening to us for years, they just didn't know it," John Cullen, president of **DMX**, said. "Sonic Tap will enable consumers to tap directly into the DMX experience and enjoy professionally designed playlists at home or on the go. In addition, Sonic Tap will provide DMX's business customers with a compelling means to extend their sonic image through branded digital music environments. The combination of MusicNet's unequalled content library along with DMX's music design expertise ensures that Sonic Tap will deliver an unmatched consumer experience."

Recently MusicNet unveiled its re-branding and name change to MediaNet Digital, reflecting expanded content offerings such as music videos, television and feature film. MusicNet will continue to be the repository of the company's digital music service initiatives. MusicNet provides the back-end technology and content, including a catalog of 4.5 million audio tracks and thousands of music videos, to top digital music services.

###

**About MediaNet Digital**

MediaNet Digital is the world's leading provider of business-to-business digital entertainment services. The Company offers the content and white-label technologies used to create music and video download and subscription services for world-class consumer brands. MediaNet is wholly-owned by Baker Capital, a New York-based private equity firm with \$1.5 billion under management. MediaNet was the 2006 winner of Deloitte & Touche USA's prestigious Deloitte New York Technology Fast 50 Award. MediaNet is headquartered in New York and has offices in Seattle and London. For more information about MediaNet, please visit [www.medianetdigital.com](http://www.medianetdigital.com).

**About DMX**

Recognized as an international designer of brand experiences for commercial environments, DMX uses sight, sound and science as building blocks. The company's services include music, full motion video, audio messages and environmental scents that provide brand texture for its customers and create integrated, multi-sensory environments that drive repeat business. DMX also provides music for cable television networks worldwide. For over 35 years, DMX's customers have included prominent industry leaders and represent some of the most identifiable international brands such as Polo, Nike, Pac Sun, 24 Hour Fitness, Wynn Hotel & Casino, Papyrus, American Eagle, and many others. For more information please visit us on the Web at [www.dmx.com](http://www.dmx.com).