



HFA Launches Standardized Bulk Licensing Program for Physical Product

Developed in conjunction with major record companies

February 21, 2006 – The Harry Fox Agency, Inc. (HFA) announced today that it has launched a standardized bulk mechanical licensing program for physical product. The program was developed and piloted with the major US record companies.

This bulk program allows record labels that request a high volume of licenses for physical music formats such as CDs to convert information contained in their back office systems into thousands of HFA license requests without manually entering each request. The labels are returned a file with license numbers and request status information, and they can track their requests almost in real time through HFA's eMechanical online licensing system. Once the licenses are ready for the label to sign, the label can also complete the transaction through eMechanical with a digital signature – reducing a process that used to take weeks to a few minutes.

“HFA has had a bulk licensing program for digital formats since 2001, but creating a standard format was easier for a new business proposition,” said Gary Churgin, President & CEO. “We have worked closely with several of the largest record companies in the U.S. to create this solution. By working with larger companies that have more complex system integration issues, we know we have created a product will be scalable to the needs of all kinds of licensees.”

“HFA processes over 200,000 license requests for physical product a year. We believe that this automated processing will save a great deal of time for both the labels and HFA, and reduces the possibility for manual entry errors,” said Maurice Russell, VP of Licensing, HFA. “With standard licenses handled more quickly and accurately, we will be able to focus more energy towards resolving any exceptions.”

With the launch of the bulk physical licensing program, HFA now offers three tiers of online licensing services: HFA Songfile, for up to 2,500 prepaid licenses; eMechanical, a tool for established HFA licensing accounts to request and sign licenses online; and the bulk physical and digital licensing systems for high volume HFA accounts. For more information about HFA's licensing systems, please see the licensing area of www.harryfox.com. If you are interested in participating in the bulk program, contact Maurice Russell at 212-834-0159 or email mrussell@harryfox.com.

Mechanical licenses are required under U.S. Copyright Law to duplicate and distribute a recording of a song that is owned by someone else. Proper licensing ensures that the publishers, and ultimately, the songwriter, are compensated for the use of their work.

About HFA

Established in 1927 by the National Music Publishers' Association, HFA represents over 28,000 U.S. music publishers for their mechanical licensing needs, issuing licenses and collecting and distributing royalties. HFA also provides collection and monitoring services to its U.S. publisher clients for music distributed and sold in over 75 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see www.harryfox.com.

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