



FOR IMMEDIATE RELEASE

Amazon Taps HFA for Licensing Services

New York, December 3, 2012: The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management solutions for the music and other intellectual property-based industries, has been engaged by Amazon to provide licensing services for enhancements to its digital music locker, which Amazon calls its Cloud Player.

HFA, with its deep publisher relationships, is uniquely positioned to reach out to its client base of over 46,000 music publishers to facilitate the licensing of music for use in various cloud player enhancements to Amazon's digital music locker. Consumers can use the music locker to organize and play digital music files.

In addition to handling license issuance, HFA will provide data management services to Amazon, matching millions of tracks to underlying compositions and identifying copyright owners. HFA will also process royalty distributions for Amazon, ensuring timely and efficient payments to publishers.

Michael Simon, President and CEO of HFA, commented, "In addition to ensuring content owners are properly compensated, HFA is committed to empowering new business models and supporting emerging music distribution technologies as they evolve to meet consumer demands."

About HFA

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. Slingshot, HFA's rights management service offering, includes a suite of information management and technology solutions designed to simplify and facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). Additionally, for the past four years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit harryfox.com and hfaslingshot.com.



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