



FOR IMMEDIATE RELEASE

HIP LATIN MUSIC AFFILIATES WITH HFA

New York, April 8, 2011: The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management, licensing, and royalty services for the music industry, is pleased to announce their newest Latin affiliate, Hip Latin Music, LLC, one of the Latin community's best known publishers, with locations in California and Mexico. Hip Latin Music's rich catalog contains hit songs from Grammy award winning act La Original Banda El Limon de Salvador Lizarraga (Regional Mexican) and Grammy nominated acts Alacranes Musical (Regional Mexican) and Kinto Sol (Latin Hip-Hop/Rap). Recently, Hip Latin announced the signing of Del Melodies, the publishing arm of indie label Del Records and the signing of Akwid, the highly popular urban/regional Mexican duo.

HFA currently represents over 46,000 music publishers and contains the industry's largest collection of Latin music. The affiliation of Hip Latin Music demonstrates HFA's continuing growth within the flourishing Latin music scene.

"HFA remains involved with the much celebrated Latin segment of the music industry and we are thrilled to add another great catalog," said Jessie Lema, Latin Licensing Agent at HFA. "With this deal in place, licenses are now available through HFA for many Grammy winning and internationally recognized songs."

Hugo Gonzalez, Founder/General Director of Hip Latin Music stated: "The HFA Latin team is very in tune with our licensing needs. We have placed our trust with the leading music rights organization and are happy to be working with their talented team."

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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. HFA's service offering includes a suite of outsourced technology solutions designed to 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, HFA was recognized by *InformationWeek* on

its 2010 Top 500 Relentless Innovators list, where the company ranked 121. For more information about HFA visit our website at harryfox.com.



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About Hip Latin Music/Hugo Gonzalez

Hugo Gonzalez is Founder/General Director of Hip Latin Music, S.A. de C.V. in Mexico and Hip Latin Music, LLC in the United States among various other companies.

Hugo Gonzalez is a cutting edge music executive who is well versed in the “new reality” confronting our industry today. He has held various positions such as, Associate Director at SESAC Latina, Creative Manager of Univision Music Publishing, owner of one of the largest Latin music catalogs in the United States and Latin America. Previously, Mr. Gonzalez was the Creative Director of Grammy® winning producer KC Porter’s publishing company, Insignia Music (a joint venture with Universal Music Publishing); he has also worked for the Latin Recording Academy, where he helped to organize the first ever Latin Grammy® Awards show.

Through his years in the world of Latin music, Mr. Gonzalez has developed an extensive business network at all of the major Latin record labels and music publishers, and has acquired an in-depth knowledge of copyrights, contracts, and music licensing; he is acutely attuned to the necessity of finding and exploiting new revenue streams for his catalog, while satisfying the needs of today’s tech savvy music consumer.

Mr. Gonzalez earned his B.A. in Music Industry Studies from California State University, Northridge.

Mr. Gonzalez is affiliated to the Recording Academy, The Latin Recording Academy, The California Copyright Conference, The Association of Independent Music Publishers, and he is also part of the Regional Mexican Latin Grammy Screening Committee.

Contact:

HFA

Elizabeth Perri, VP of Marketing & Communications

(212) 922 3297

hfapress@harryfox.com