



FOR IMMEDIATE RELEASE

Neurotic Media Taps HFA's Slingshot for Full Service Rights Solution

New York and Atlanta, June 24, 2013: HFA, the nation's rights management leader for the music industry has entered into a rights management agreement with digital entertainment services provider Neurotic Media.

HFA's rights management service, Slingshot, will provide comprehensive licensing support to Neurotic Media's recently launched mobile offering, Amplified Unlimited. This music service provides subscription-based access to conditional download of music catalogs from major and independent record companies that mobile carriers may pre-load on devices or offer for installation at any time. A leading digital music private-label service provider, Neurotic Media will tap into Slingshot to manage various rights-related processes including license issuance and administration, data management, royalty calculations and publisher payments. A well-established partner to the publishing community, HFA's preeminent rights and data management platform is singularly positioned to provide a sophisticated rights solution to Neurotic Media as it expands its mobile market offerings.

"Slingshot was designed to offer a complete rights management solution to companies like Neurotic Media as they evolve and create music-based service offerings that drive consumer behavior," commented Michael Simon, President and CEO of HFA. "We are excited to work with Neurotic Media to enable them to grow mobile engagement, especially as music consumption via mobile platforms gains momentum."

"Slingshot proved to be a perfect fit for us as we prepared to launch our music subscription services," said Shachar Oren, CEO of Neurotic Media. "With our strong history as a partner to record companies and artists, we sought to ensure that we provide transparency and drive growth for publishers as we usher our subscription services to the marketplace. But in the case of publishers, there are thousands of stakeholders to serve. HFA has aggregated those relationships over the course of several decades and stood ready to help us address our reporting needs through one comprehensive service. Their Slingshot service enables us to easily streamline our publishers' reporting and payments needs."

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 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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About Neurotic Media:

Neurotic Media is a leading digital music private-label service provider whose platform and services offer proven ways to drive consumer behavior and increase revenue using online, mobile and social digital distribution and promotion tools. Neurotic Media is licensed by both major and independent record companies, and takes care of all back-office functions for client brands in a turn-key, Software as a Service (SaaS) solution. The company offers private-label hosted solutions, applications, and API services to mobile carriers, online retailers, and various consumer brand marketers who seek to drive consumer behavior with the universal power of artists and songs. For more information, visit us at www.neuroticmedia.com.

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