



FOR IMMEDIATE RELEASE

PRESS RELEASE

**New Music Branding and Advertising Synchronization Service
Announced by The Sync Agency and Music Intelligence Solutions, Inc.**
*Sophisticated Profiling of Music and Mood Improves ROI from Advertising Campaigns and
Strengthens Brand Identity for Global Corporate Brands and Institutions*

London, England – June 16, 2008 – The Sync Agency, one of the UK's leading music strategy and branding agencies, announced the company will be using Music Intelligence Solutions, Inc.'s patented *Hit Song Science*[™] and *Music Universe*[™] discovery services to help source rich and varied music content for brands and institutions on a global basis.

The Sync Agency helps international brands like Motorola, ING, Orange, Marks and Spencer, British Telecom, Heineken Beer, and Honda define their tone of voice and harness the power of music across all of their communications channels. Music Intelligence Solutions is a global leader in the field of digital music and media discovery.

“The impressive algorithms and filters at the heart of Music Intelligence Solutions' technology allows us to integrate our own creative approach to ‘brand tone’ with the power of an advanced music discovery engine,” said Marion McCormack, Head of Client Services at The Sync Agency. “From a single master tone we are now able to quickly discover new tracks that share the same tonal characteristics but which may come from a very different musical genre to the source. Working with Music Intelligence Solutions' technology means we can ensure the music we source for our brands, whether it's for in-store playlists, TV commercials, one-off events or globally integrated advertising campaigns, shares a common tone,” added McCormack.

“With musical expression a part of more than half of all social networking profiles, advertisers increasingly realize the importance of using music that fits naturally with the mood of their target audience,” said David Meredith, CEO of Music Intelligence Solutions, Inc. “The Sync Agency's forward-thinking and proprietary strategy of branding with sound coupled with our patented technology will enable its clients' brand messages to sound as good as they look,” added Meredith.

“We will also be looking at the data that comes with Music Intelligence Solutions' *Music Universe*[™] to help reinforce and rationalize our creative and strategic decisions. It's a great step forward that's bringing a new level of sophistication and insight to branding with sound,” added McCormack.

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Music Intelligence Solutions will be discussing the mathematics of music for sync licensing, as a featured speaker on the panel for *SYNC Licensing: Merging Music with Film, TV and Games* at the London Calling 2008 conference on June 19 at 1:00 pm in Theatre 3 in Brompton Hall, Earls Court, London, UK. London Calling is one of the most important annual forums for the global music industry associating labels, artists, publishers, mobile companies, retailers, distributors, importers, exporters, wholesalers and merchandisers.

Music Intelligence Solutions will be exhibiting at stand number 920 at London Calling 2008 in Brompton Hall (Level 2), Earls Court Exhibition Centre in London on June 19 and 20.

About The Sync Agency:

The Sync Agency is an independent music consultancy built on over two decades of experience at the forefront of music branding, strategy, and advertising.

Based in the heart of London's music district, The Sync Agency is helping global brands like Motorola, ING, Orange, Marks and Spencer, British Telecom, Heineken Beer, and Honda define their tone of voice and harness the power of music across all of their communications channels. For more information about The Sync Agency, visit the company website at www.thesyncagency.com.

About Music Intelligence Solutions

Music Intelligence Solutions, Inc. uses patent-approved technology to transform the consumer experience globally with rich digital media across multiple platforms through the use of proprietary discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers consumers, social networks, mobile subscribers, artists, and leading media companies a powerful new way to create, experience, share, and discover music and visual media. Music Intelligence Solutions' "intelligent systems" are a natural evolution of over 15 years of research and development experience in innovative inventions and algorithm breakthroughs in markets such as Internet and telecommunications networks of its sister company, AIA, in Barcelona, Spain.

Music Intelligence Solutions' global headquarters reside in San Francisco, CA and the European headquarters reside in Barcelona, Spain. For more information about Music Intelligence Solutions, visit the company website at www.uplaya.com.

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