



ALICIA KEYS' NEW ALBUM "ELEMENT OF FREEDOM" SCORES HIGH ON UPLAYA'S™ HIT SONG SCIENCE™ TECHNOLOGY

*Music Prediction Technology Suggests "Element of Freedom"
Lives up to Hype with Five Potential Hit Songs*

San Francisco, CA – December 15, 2009 – [Music Intelligence Solutions' uPlaya](#) service, the leader in the field of digital music and media discovery, analyzed the new album by multi-platinum sensation Alicia Keys using its patented [Hit Song Science™](#) technology. Results from the analysis suggest "Element of Freedom" has five songs with the potential to become commercial smashes based on the underlying patterns of the music as conducted by an independent test. uPlaya, a service for both artists and labels, provides instant feedback on a song's potential for commercial success.

The following songs all earned Platinum [Auddy Awards](#) on uPlaya's ranking system: "Put it in a Song" which features Beyoncé, "How it Feels to Fly," "The Sea," and "This Bed." The song, "Doesn't Mean Anything," earned a Gold Auddy Award, which is the second highest rating on [uPlaya.com](#).

"Given Alicia Keys' status as one of the top artists in the music industry with a highly anticipated album, uPlaya decided to test 'Element of Freedom' to gauge how well the music rates on our Hit Song Science™ technology which works across all genres and geographies," stated [David Meredith](#), CEO of uPlaya. "Five songs scored exceptionally well which is a great accomplishment for any artist."

Hit Song Science™ applies mathematical algorithms to analyze the underlying patterns of music. uPlaya helps artists understand the hit potential of their songs within different markets and niches and includes targeted marketing features to help artists' music gain visibility with audiences who like their sound. uPlaya provides a variety of promotional tools such as Album, Song, and Trophy-Case [widget applications](#) for artists to use across all major social networks and [music blogs](#).

The *New York Times Magazine* previously included Hit Song Science™ in its annual "Year in Ideas: Bright Notions, Bold Inventions" issue and the Harvard Business School profiled Hit Song Science™ in a full case study that remains popular at top universities around the world.

About Music Intelligence Solutions, Inc.:

Music Intelligence Solutions, Inc. ([www.uPlaya.com](#)) uses patent-approved technology to transform the Music Artist experience globally so that no great song goes unheard again. uPlaya services such as *Hit Song Science™* and *Music Universe™* enable proprietary music promotion, discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers performing artists, songwriters, fans, social networks, mobile subscribers, 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 a decade of research and development experience.

For more information, visit the company website at www.uplaya.com.

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