



uPlaya™ Wins 2009 Innovation Award

uPlaya.com Awarded First Place by The Creative Coast for Demonstrating Bold Innovation

San Francisco, CA – December 30, 2009 – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service, the leader in the field of digital music and media discovery, was recently announced as the winner of the prestigious 2009 Innovation Award presented by The Creative Coast. The selection criteria was based on "the innovative application of technology to meet market challenges."

The uPlaya.com service, powered by Music Intelligence Solutions, Inc., was selected for its patented technologies, [Hit Song Science™](#) and the [Music Universe™](#), which offer unique digital promotion and discovery capabilities to music professionals and fans across the globe.

An independent panel of expert judges narrowed down the nearly 100 applications and selected uPlaya as this year's top winner in innovation for business. The judges were chosen from the ranks of business and community leaders.

"uPlaya's Hit Song Science™ and Music Universe™ technology represent some of the most significant innovations to impact the digital media business as we enter a new decade," said Brynn Grant, Executive Director of The Creative Coast. "Based on the initial response from record labels and artists, we expect uPlaya to continue to be a driving force for positive change in the music industry."

"Music Intelligence Solutions is pleased to be selected as the winner of the 2009 Innovation Award in recognition of the launch of the uPlaya.com service," said [David Meredith](#), CEO of Music Intelligence Solutions, Inc.

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' uPlaya

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 discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers 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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