



Catch Media & The Carphone Warehouse Launch Groundbreaking Licensed Music Locker Service:

"Music Anywhere"

- *Access And Listen To Your Whole Music Collection From Anywhere In The World*
- *Over 6 Million Fully Licensed Tracks Available From All 4 Majors And Independents*
- *Service Available Across Smartphone Platforms Including Android, Blackberry, And iPhone*
- *To Be Bundled Onto Exclusive New Samsung Smartphone*
- *Labels Can Access Real Time Analytics To Track Performance Of Their Artists*

3pm BST Monday 2nd August, London: - **The Carphone Warehouse** has partnered with **Catch Media** to launch 'Music Anywhere', a groundbreaking service that provides users access to their entire music library, wherever they are in the world. Launching on Tuesday 3rd August, Music Anywhere is the first service of its kind, backed by both artists and the music industry.

Using Catch Media's award winning Play Anywhere™ technology, Music Anywhere 'fingerprints' the user's personal music library and then allows them to seamlessly stream those tracks to their computer, laptop, smartphone.

Working on iPhones, BlackBerries and a range of Android handsets, the Music Anywhere App will automatically sync with the user's home library and 'smartcache' the most listened to songs on the device to give uninterrupted listening without even the need for an internet connection.

With Music Anywhere users can organise and listen to their music and playlists, and rate their favourite songs.

Catch Media's agreements with major labels and indie rights aggregators and collecting societies across the world license more than six million different tracks to the service.

Users can download the Music Anywhere application by subscribing to The Carphone Warehouse's My Hub portal at www.my-hub.co.uk or in one of the retailer's 800 plus UK stores.

Music Anywhere is bundled with the newly released Samsung Europa smartphone when purchased from The Carphone Warehouse, alternatively Carphone Warehouse customers



can subscribe to the service for an annual fee of just £29.99 on other supported smartphones. Best Buy, the consumer electronics retailer in joint venture with The Carphone Warehouse, will be making an enhancement to its exciting and innovative rewards programme, My Best Buy, by launching the Music Anywhere service to its customers later in 2010.

Importantly for rights holders Music Anywhere not only represents an exciting new revenue stream but also provides access to invaluable marketing data. Catch's Play Anywhere™ technology tracks song playback, and can provides this information to record labels allowing up to the minute data on how their artists are performing and importantly where without revealing any private user information

These live analytics can be broken down allowing for unprecedented accuracy when planning new release campaigns, tours and in-store appearances, or measuring the success of a TV or radio appearance.

Said Rob Wells, SVP Digital, Universal Music Group International *"It's in everyone's interests to offer today's digital consumers the widest possible choice of innovative, fully licensed music services. Our partnership with Catch Media and their deal with Carphone Warehouse's "Music Anywhere" is the latest example, and we welcome their initiative and progressive outlook".*

Thomas Hesse, President, Global Digital Business, US Sales, and Corporate Strategy, Sony Music Entertainment added *"We are pleased to be partnering with Catch Media to give consumers the ability to access their favorite personal content from Sony Music Entertainment artists across a variety of mobile devices and PCs. With the legitimate locker service model, music fans have a compelling and convenient new premium option for enjoying their personal music libraries regardless if they are at home, at the office, or on the go."*

Commented Mark Piibe, EMI Music's Executive Vice President, Global Business Development *"Offering consumers full access to their music collections across multiple platforms and devices through a licensed digital locker is a powerful proposition. By having the support of both artists and a major national retailer like Carphone Warehouse, we believe Music Anywhere has the potential to really take off, and we look forward to seeing the results over the coming months."*

Michael Nash, Executive Vice President, Digital Strategy & Business Development, Warner Music Group responded *"We're committed to enabling a wide range of innovative experiences which deliver people music whenever and wherever they want it. Catch Media and Carphone Warehouse's 'Music Anywhere' is an important development. It offers music fans convenience, flexibility and ease of use, while compensating content creators and giving the service provider an efficient access solution through which to attract customers."*



Scott Cohen, Founder and VP Europe The Orchard, reflected *"We're excited to see Catch Media launch in the UK. In particular, we look forward to tracking where our artists' music is being played in order to help shape their marketing and tour plans."*

Geoff Taylor Chief Executive of BPI said of Catch Media *"BPI strongly supports record labels' positive approach in licensing a huge range of innovative legal music services. Offering music fans a wide choice of different ways to enjoy music legally online, and a great consumer experience, is key to continued growth in the digital sector. The UK digital music scene leads the world and we welcome new partnerships that offer music to fans in new ways that reward artists, and the labels which support them."*

Tom Guy, Group Head of Digital Services, at The Carphone Warehouse added *"We all have a cherished music collection that brings together our favourite mix of songs. The new Music Anywhere service lets you listen to this wherever you are, through any computer or by downloading the mobile App. In just a few minutes you can have thousands of tracks available from home, at work, on the train or in the car"*

Harry Maloney, Chief Executive Catch Media UK commented *"We are thrilled to be associated with such a forward thinking retailer as Carphone Warehouse and to be part of their plans to provide customers with a new way to access their music collection"*

Yaacov Ben-Yaacov, Founder and CEO of Catch Media said *"Catch Media is excited about the UK launch of Play Anywhere™ being with Carphone Warehouse, a powerhouse in the connected device market. We see music as the first step to consumers being able to securely and easily get their content wherever they are and whenever they want."*

- Ends -

Notes To Editors

About Catch Media

Catch Media is a B2B company deploying award-winning proprietary patented technology and a suite of services that allow consumers to seamlessly and conveniently listen to and watch their music, TV and video collections and services, and share their digital media wherever and whenever they want across multiple platforms, while providing content owners and content distributors a sustainable vehicle to monetize their content on an ongoing basis.

Since its founding in 2003, Catch Media has invested in developing its patented (and patent pending) award-winning Play Anywhere® technology that registers, tracks, routes, and reconciles digital content. This provides consumers with a convenient way to listen and watch their digital content on different platforms where and when they want and share that content with friends, while guaranteeing content owners (studios, labels, producers, writers, artists and composers), telecom carriers, subscriber-TV operators and retailers compensation on an ongoing basis as the content is transmitted and consumed. As a DECE member, Catch Media plans to next launch movies through the Play Anywhere® platform and is working to provide DECE access seamlessly through the Play



Anywhere® interfaces on the cell phone, web, set top boxes and any many other connected devices.
For more information about Catch Media, visit www.catchmedia.com

About The Carphone Warehouse

The Carphone Warehouse is the largest independent mobile phone retailer in the world with 2,400 stores operating across 9 markets, including over 800 UK stores. The company is committed to offering impartial and expert advice on the widest range of the latest product plus unbeatable, aftersales care.

Stockist details: www.carphonewarehouse.com or from The Carphone Warehouse Direct Sales on 0800 925 925.

About Best Buy and The Carphone Warehouse

In 2006 Best Buy established a partnership with The Carphone Warehouse to bring its business model and mobile phone expertise to the US market under the banner 'Best Buy Mobile'. Two years later, Best Buy acquired 50% of The Carphone Warehouse's European and US retail interests for £1.1billion, creating Best Buy Europe. The new venture is designed to accelerate the development of The Carphone Warehouse's retail proposition and to introduce Best Buy stores across Europe. Best Buy to date has opened three stores in the UK – Thurrock, Hedge End (nr Southampton) and Merry Hill (West Midlands).

For more information go to www.bestbuy.co.uk.

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