



## **Puretracks First in Canada to Offer EMI downloads in DRM-free, MP3 format**

***Puretracks offers access to EMI's digital music catalogue in unrestricted MP3 format, playable on iPods and a range of other devices.***

**TORONTO (August 2, 2007)** — Puretracks.com today becomes the first Canadian digital music store to sell EMI's digital music catalogue in an unrestricted MP3 file format without digital rights management (DRM). Beginning immediately in the Canadian market, consumers will be able to purchase downloadable tracks from such artists as The Rolling Stones, Pink Floyd and Canada's very own Nickelback and Tom Cochrane, as well as Interpol, Coldplay and Norah Jones.

"Puretracks is proud to be the first Canadian digital retailer to launch DRM-free MP3s from EMI and one of the first retailers in the world to go live with this MP3 offering. Our customers will now have access to the EMI digital catalogue in the MP3 format," says Alistair Mitchell, President and CEO, Puretracks Inc. "EMI tracks purchased at Puretracks will play on any portable music device, including MP3-enabled phones and the iPod. Interoperability has been a huge issue and this is a big step forward in solving it. This is a watershed moment for the digital music business."

Puretracks is selling MP3s from EMI artists which can play on any device or computer and can be burned on to CD. Consumers can continue to purchase the DRM-enabled Windows Media Audio (WMA) files from EMI as well as its other label partners.

Albums in MP3 format will retail for the same price as DRM-enabled albums. Single tracks will retail for CDN \$1.29. With this announcement, Canadians now have a new alternative where they can purchase EMI digital music for their iPod, as well as MP3 enabled phones or other music players.

"EMI Music Canada wants to give fans the best possible digital music buying experience, and our premium download offering is a fundamental part of our strategy," says Deane Cameron, President EMI Music Canada. "We are proud that Puretracks is the first Canadian retailer to offer EMI's DRM-free downloads in the MP3 format. We are confident that artists on EMI's roster, as well as those on our distributed labels will see a good lift in digital sales as a result."

EMI's roster of artists is the latest addition to Puretracks MP3 DRM-free offering which it recently launched in North America, featuring a DRM-free MP3 catalogue that includes artists from a number of leading independent labels, including Nettwerk, Beggars Banquet, Arts & Crafts, Sanctuary, Merge and Audiogram. These labels bring such leading acts as The Arcade Fire, Feist, Broken Social Scene, Sarah McLachlan, Barenaked Ladies, Basement Jaxx, Prodigy, Pierre Lapointe, and Ariane Moffatt.

"The sales results from our Indie launch were impressive, and we expect a similar jump in sales with the addition of the EMI catalogue," says Andrea Ziegler, Chief Marketing Officer, Puretracks Inc..

In conjunction with the launch of EMI's catalogue in the DRM-free MP3 format, Puretracks is offering all its customers EMI Canada recording artist Wil's "Wedding Dress" in the MP3 format as the Puretracks "Free Track of the Week".

**About Puretracks**

Puretracks is a leading North American digital music service provider. Puretracks operates Puretracks.com, Canada's first and leading source of digital music, along with branded digital music stores for Internet service providers, retailers, broadcasters, music labels and consumer brands in Canada and the U.S. Licensed to provide over 2 million songs (in Windows Media and MP3 formats) from major record companies and leading independent labels from across Canada and around the world, Puretracks makes it easy for digital music fans to search and browse using a consumer-friendly, web-based platform. Please visit the Puretracks online catalogue at [www.puretracks.com](http://www.puretracks.com).

**About EMI Music**

EMI Music is the recorded music division of EMI Group, the world's largest independent music company. Its EMI Music division represents artists spanning all musical tastes and genres. Its record labels include Angel, Astralwerks, Blue Note, Capitol, Capitol Nashville, EMI Classics, EMI CMG, EMI Records, EMI Televisa Music, Manhattan, Mute, Parlophone and Virgin. Artists on EMI labels include Lily Allen, The Beatles, Coldplay, Corinne Bailey Rae, The Good The Bad & The Queen, Gorillaz, Norah Jones, The Kooks, Korn, Kylie Minogue, Pink Floyd, Rolling Stones, Joss Stone, 30 Seconds To Mars, KT Tunstall, Keith Urban and Robbie Williams, as well as international artists such as Amaral (Spain), Diam's (France), Utada Hikaru (Japan), LaFee (Germany), Radja (Indonesia), RBD (Mexico) and Vasco Rossi (Italy).

EMI Music Canada features artists such as Nickelback, k-os, Anne Murray, Serena Ryder, Pride Tiger, Wil, Payola\$, Shaye and Stompin' Tom Connors. It also boasts a strong Associated Labels division with labels such as: Aquarius Records, Arts & Crafts, Curb Records, Eagle Rock Entertainment, Marquis, Sanctuary Records Group, Sparks Music, Ultra Records, Upper Class Recordings and Warcon.

EMI has been at the cutting edge of the rapidly growing digital music marketplace since it released David Bowie's 'Hours' as the world's first ever album to be offered as a digital download in 1999. EMI has signed agreements with hundreds of digital partners to distribute its music across the globe, including most recently its premium DRM-free, higher-quality offering sold through partners including Apple iTunes, Amazon.com, PassAlong Networks and more. It continues to facilitate the development of a growing range of new digital business models to enable fans to experience and purchase its artists' output through a number of different platforms including making its videos available for access via YouTube, advertising-supported online music streaming in China through Baidu, legal peer-to-peer agreements with QTrax, Mashboxx and GNAB, and a deal to offer advertising-supported videos on mobile phones in the US through Rhythm NewMedia.

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