

Puretracks, Billboard Form Alliance to Launch Billboard's Digital Music Redemption Platform for Pre-Paid Music Download Cards

Billboard, the world's most comprehensive source of music, digital data and events, and Puretracks, a leading North American music download service provider licensed by all major record companies, today announced the launch of the Billboard digital music redemption platform for Billboard-branded pre-paid music download cards available at www.billboardgiftcard.com.

New York, NY (Billboard Publicity Wire) October 18, 2007 -- Billboard, the world's most comprehensive source of music, digital data and events, and Puretracks, a leading North American music download service provider licensed by all major record companies, today announced the launch of the Billboard digital music redemption platform for Billboard-branded pre-paid music download cards available at www.billboardgiftcard.com.

The online redemption platform enables audiences to preview, purchase and download music to their PCs and portable digital music players. Furthermore, with the availability of songs in the MP3 format, customers of the Billboard digital music store can purchase music for their iPods, as well as MP3 enabled phones or other digital music players. Single tracks will retail from approximately \$0.99 to \$1.19.

"We are excited to give loyal consumers access to the music they read about in Billboard through the alliance with Puretracks in creating prepaid digital music cards," said John Kilcullen, Senior Vice President of Nielsen Business Media's Music & Literary Group, which publishes Billboard.

Billboard has granted Puretracks a license to leverage its strong consumer brand in North America to fulfill the digital music prepaid cards. The Billboard-branded music prepaid cards will launch nationally at CVS/pharmacy, giving the U.S. retailer the first-to-market opportunity with the prepaid card product. Approximately 6,200 stores across the United States will be carrying "22 Songs for \$20" and "45 Songs for \$40" Billboard-branded prepaid card products redeemable at www.billboardgiftcard.com.

"Branded by Billboard and distributed through CVS – this is a very powerful marketing combo for prepaid digital music cards", says Puretracks CEO Alistair Mitchell. "Billboard is a trusted brand and a well-respected taste-marker," adds Allan Mamaril, Director of Product Development, Retail for Puretracks. "Nothing can beat that kind of trusted relationship amongst the consumer."

Billboard's digital music redemption platform offers more than two million songs from all major labels and Indies. The Billboard digital music store, powered by Puretracks, will offer customers access to an extensive selection of music across all genres in both WMA and Mp3 formats, along with artist information and music recommendations.

The Billboard digital music store also offers a world class web-based solution for brand promotions, giveaways and contest prizing with payment options using just a serial and PIN number.

About Puretracks

Puretracks is a leading North American digital music service provider. Puretracks operates Puretracks.com, along with branded digital music stores for Internet service providers, retailers, broadcasters, music labels and consumer brands in the United States and Canada. 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 corporate site at <http://corporate.puretracks.com>

About Billboard

Now in its 113th year, Billboard is the world's premier weekly music publication and a diverse digital, events and brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Radio & Records. Billboard's many strategic alliances include Microsoft, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These alliances leverage Billboard's proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile platforms and contextual commerce applications that expand Billboard's franchise and consumer reach.

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