



Puretracks Targets Business Sector with Trilingual Music Store, Cross-Border Retail and Promotional Campaigns

North American Digital Music Provider Takes Behind-the-Scenes Partner Approach to Help Businesses, Agencies Capitalize on Digital Music Opportunity

(Toronto, ON – March 18, 2009) [Puretracks](#), a leading North American online music provider that partners with major and independent labels worldwide, has unveiled a comprehensive package of digital music solutions designed to help businesses and agencies capitalize on the soaring popularity of digital music.

For businesses interested in expanding their market reach with music, the [Puretracks music store](#) offers English and French language options, and has full label licensing agreements in both the U.S. and Canada to facilitate cross border campaigns between the two countries. To help businesses tap into the \$900 billion U.S. Latino market, Puretracks has also launched [puretrackslatin.com](#), a music store tailored to the diverse U.S. Latino population that features more than 100,000 top Latin tracks along with a full music catalog.

“The universal appeal of digital music makes it an ideal marketing tool for businesses interested in connecting with customers through promotions and rewards programs, and we offer the custom platforms and expansive reach necessary to help them drive the results they need,” notes Andrea Ziegler, President and CEO for Puretracks. “What makes digital music so powerful from a brand or agency perspective is that it is easy to deliver and eliminates expensive inventory and storage costs – which amount to significant cost savings in today’s tough economic environment.”

In addition to its customizable loyalty and promotions platforms, Puretracks offers a variety of other b-to-b music solutions, including full [white-label music stores](#), an affiliate marketing program, and a Web services solution that enable online businesses to integrate a digital music store into their existing web site and e-commerce store.

“We work as the behind-the-scenes music partner that helps businesses and agencies leverage music to drive new revenue, connect with customers, cross-promote products and build brand awareness,” says Ziegler. “Digital music represents a huge market opportunity for businesses and agencies, and we specialize in providing the customized, turnkey solutions they need to play in the digital music arena and fully leverage the opportunities available.”



About Puretracks Inc.

Since launching in 2003, Puretracks has worked as a behind-the-scene music partner — helping brands, retailers, labels, telecom companies and media corporations in the U.S. and Canada to capitalize on the fast-emerging digital music opportunity. Our comprehensive suite of solutions includes branded digital entertainment stores, rewards programs, customized promotions, album card redemption platforms and web services. We also offer English, French and Latin music stores.

At Puretracks, we have full U.S. and Canadian licensing agreements with all major labels and hundreds of top independent labels worldwide—enabling us to offer more than three million top music tracks across every genre. We also have strong backing from Canada’s leading media companies including Bell Canada, Universal Music, Entertainment One and Standard Broadcasting; and are uniquely positioned to provide cross-border (U.S. and Canada) music campaigns. For the Puretracks online store, please visit www.puretracks.com. For information on Puretracks and our products and service offerings, please visit corporate.puretracks.com.

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