

MUSICANE Adds SONY BMG and EMI Music Digital Catalogues to Online Shopping Network

December 15, 2008, New York, NY – Social shopping network Musicane today announced it will add digital catalogues from SONY BMG Music Entertainment and EMI Music to its offerings. These recordings will be sold in the unrestricted MP3 format through the Musicane site (www.musicane.com), as well as through its popular Musicane widget, which is embedded on major artist's blogs and social networks and on over 500,000 internet users own websites or community profiles. Musicane inked a deal with Universal Music Group earlier this year which also granted the company a license to sell its entire catalogue in the MP3 format.

"We are honored to be working with the largest labels in the music industry to help them reach their consumers more directly. At Musicane, our core belief is that music is the unifying lifestyle driver, particularly online through fans' social networks and related blogs. By partnering with the largest content providers and their artists, we have built a win-win business model for distributing and retailing products to today's growing online communities," said Musicane President & COO Vikramaditya Jain.

Under the terms of the agreement, Musicane will offer tracks from SONY BMG Music Entertainment's vast historical catalog and more than 100,000 tracks from EMI Music to the service. Artists who will initially be available through Musicane in the coming months include Beyoncé, Britney Spears, Coldplay, David Cook, John Legend, Kanye West, Katy Perry, Pink, Sara Bareilles, The Killers, U2, and Wyclef Jean.

Initially rolling out in the music space, Musicane's proprietary widgets allow users to personalize and embed their own media storefronts on their social network profiles and blogs. Users can purchase music downloads without leaving the page they are on utilizing the company's unique embedded commerce technology. Through the Musicane model, users can now earn money from their existing social network presence as well as recommend their favorite music and artists.

With these deals in place, Musicane will now serve as an authorized digital retailer to three of the four major music entertainment companies, delivering 80% of the world's major label musical content to consumers for the ultimate interactive online shopping, entertainment and discovery experience.

Today Musicane widgets are widely used by major artists on their websites and social network profiles and have generated over 70 million impressions in 2008. Approximately 500,000 people have embedded Musicane widgets on their profiles with ten million widgets employed through artist launches.

About Musicane

A social shopping network blending online shopping and social networking, Musicane was founded by Internet entrepreneurs Vikramaditya Jain and Sudhn Shahani. Musicane benefits consumers through easier product discovery, participation in sales revenue and bringing the shopping and discovery experience to their existing social communities.