



The Harry Fox Agency and Bullroarer Announce Ringtone & Ringback Licensing Arrangement

July 10, 2007 - The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, announced today that it has entered into a licensing arrangement for ringtones and ringbacks with next generation mobile entertainment provider Bullroarer. Bullroarer operates the consumer sites zon3d.com, krushmut.com, and clubmorty.com, and the business portal O-Zone Wireless™.

“Working with HFA makes it easy for us to reach thousands of music publishers to license their catalogs,” said Mike Pearse, Senior Vice President, Corporate Development, Bullroarer. “We then have the opportunity to provide a much more comprehensive catalog of mobile music offerings to our consumer and corporate clients.”

“To date HFA has offered 24 ringtone and/or ringback licensing opportunities to our almost 35,000 affiliate publishers and we are pleased to be working with Bullroarer.” said Lauren Apolito, Vice President of Business Development, HFA. “These licensing arrangements represent the true market value of songs and each licensing proposition.”

By some estimates, master ringtones are already an over half-billion dollar business in the U.S., and ringback tones, which entered the market approximately two years ago, are gaining in popularity. HFA continues to entertain non-compulsory licensing arrangements for ringtones and related mobile music offerings.

About HFA

Established in 1927 by the National Music Publishers' Association, HFA represents almost 35,000 music publishers for their licensing needs in the United States, issuing licenses and collecting and distributing the associated royalties. In addition to being the premier mechanical licensing agent in the U.S., which includes CDs, ringtones, digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliates publishers to recognize value for their catalogs, including lyrics and tablature. Further, HFA provides collection and monitoring services to its publisher clients for music distributed and sold in over 95 territories around the world. For more information about HFA, or to become an affiliate publisher or a licensee, see www.harryfox.com.

About Bullroarer

Bullroarer Corporation is a leading edge technology and content provider serving the next generation of mobile users across their many entertainment devices. Formed in Australia, Bullroarer is now headquartered out of San Francisco, USA, with subsidiary offices and distribution partners in both Europe & South East Asia. The company has two core business divisions: Direct to Consumer, which operates zon3d.com, krushmut.com, and clubmorty.com, and Business to Business, which operates under the brand O-Zone Wireless™.

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