



HFA and Lala.com Announce Licensing Arrangement for On-Demand Streaming Audio Service

October 4, 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 with Lala.com for their on-demand streaming audio service.

“Lala.com will enable music fans to ‘try before they buy’ and listen to full albums and individual songs on-demand, promoting the purchase of music wherever fans discover music online,” said Billy Alvarado, Co-founder, Lala.com. “Lala.com will continue to work with HFA’s affiliated publishers to redefine how consumers buy music in the web era.”

“Services such as Lala.com provide more alternatives for music lovers to access tracks online,” said Stephen Block, VP Business Affairs and Senior Counsel, HFA. “HFA strives to give its publishers more revenue opportunities for their catalogs, and this licensing arrangement with Lala.com can expose their songs in a new online venue.”

On-demand streams are covered under U.S. statutory licensing laws, and rates will be determined as part of the current Copyright Royalty Board review, which is expected to conclude in 2008. Under this arrangement, usage will be reported quarterly and payment will be retroactive once the rate is finalized.

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 Lala.com

For a place to grow your music go to <http://www.lala.com>. We are an esoteric collection of scientists, entrepreneurs, economists, and cheerleaders devoted to music. We are paving a technological highway from the CD to the future where artists can create inspiring new music and be fairly compensated for their art online. We are physically located in beautiful Palo Alto, California.

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