



## **HFA & Southern Africa Music Rights Organisation Enter Reciprocal Licensing Agreement**

December 4, 2008 – The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, announced today that it has entered a reciprocal agreement with the Southern Africa Music Rights Organisation (SAMRO) for the licensing and collection of music copyright royalties in each others' territories: the United States of America and Puerto Rico, and The Republic of South Africa.

“HFA is pleased to offer this reciprocal agreement with SAMRO to its almost 36,000 music publisher affiliates,” said Gary Churgin, President and CEO of HFA. “We are also excited to offer SAMRO’s repertoire for licensing in the U.S. With such diverse artists as, Ladysmith Black Mambazo, Alan Lazar, Soweto Gospel Choir, Johnny Clegg and Mahotella Queens, South African music has tremendous international appeal.”

“Since adding mechanical licensing to its services in 2006, SAMRO has been expanding its reciprocal relationships, and we are very happy to have concluded this agreement with HFA, linking us with the largest music market in the world,” said Joyce Schulten, Executive General Manager: Mechanical Rights at SAMRO.

The South African Department of Arts and Culture has stated that South Africa’s music industry, with other creative industries, is the country’s fifth-largest economic sector, is worth about R7.4-billion (\$920-million), and more than 100,000 people are employed within film, television and music.

It can be difficult for a music publisher to pursue royalties for the use of its works outside of its home country. Reciprocal licensing arrangements assist them with this effort. HFA has reciprocal licensing agreements with over 30 rights societies around the world. Through these agreements, HFA can pursue royalty collections for its affiliated publishers in 100 international territories. HFA provides their rights society partners with the ability to have their repertoire licensed and collect royalties from the U.S., the largest music market in the world.

### **About SAMRO**

The Southern African Music Rights Organisation (SAMRO) was established in 1961 with the objective to protect the intellectual property of composers and authors, as well as to ensure that composers’ and authors’ talents are adequately credited both locally and internationally for music usage. The organisation is the primary representative of music performing rights in Southern Africa. SAMRO is a member of the International Confederation of Societies of Authors and Composers (CISAC), and has a membership base in excess of 20,000 composers and authors of all nationalities in Southern Africa of which over 7,000 have regular active works. <http://www.samro.org.za/>

### **About HFA**

Established in 1927 by the National Music Publishers’ Association, HFA represents almost 36,000 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 affiliated 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](http://www.harryfox.com).

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