



## **HFA Promotes Eduardo Morales to Senior Latin Licensing Agent**

April 20, 2009 – The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, announced today that Eduardo Morales has been promoted to the position of Senior Latin Licensing Agent. He reports to Paul Wallace, Director of Licensing and Collections. In this role, Morales oversees HFA’s Latin genre release licensing activities, which includes mechanical licensing, analysis of copyright contracts, and cross-departmental income tracking, and customer support for the larger Latin genre accounts such as Sony Discos, Universal Latin, and Warner Latina, and EMI, as well as continuing to work with independent labels such as Univision, Fonovisa, Emusica, Balboa, Mock & Roll and Disa. He will also continue to work closely with an interdepartmental team dedicated to serving the Spanish-language music community.

“Eduardo Morales has been a key player in expanding HFA’s presence in the Latin marketplace, and it is a pleasure to promote him to Senior Latin Licensing Agent,” said Paul Wallace. “He has been able to develop strong relationships with the independent labels, and I expect he will easily transition to handling the major Latin licensing accounts.”

“I am pleased to have this opportunity to take on this enlarged role,” said Eduardo Morales. “It has been exciting to be a part of growing HFA’s position in the Latin music community, and I look forward to continuing to work with my colleagues to increase this area of our business.”

Morales began at HFA in 2007 as an Inquiry Agent in Publisher Services, and shortly thereafter became a Latin Licensing Agent while continuing to support Publisher Services with clients in the Latin market. Prior to joining HFA, Morales was an intern at Universal Music Publishing Group, and was a DJ and promoter in nightclubs in his native Monterrey, Mexico. He studied at the Instituto Tecnológico y de Estudios Superiores de Monterrey, and received a BA cum laude in Music Business Management from Berklee College of Music.

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### **About HFA**

Established in 1927 by the National Music Publishers’ Association, HFA represents over 37,000 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 100 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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