



John Raso Joins HFA as Vice President, Publisher Services & Distributions

June 25, 2009 – The Harry Fox Agency, Inc. (HFA), a leading U.S. music rights licensing organization, announced today that John Raso has joined the company as Vice President, Publisher Services & Distributions. Raso will oversee the East and West Coast Publisher Services Teams and Distributions operations. He reports to Ed Hunt, Senior Vice President, Publisher Services & Distributions.

“I’m very excited to have an executive with John Raso’s experience on my team,” said Hunt. “He has spent over 20 years in the music industry and his skills include client relationship management, licensing, marketing, and business development. He will help us drive for continued improvements in our client management and business processes, so HFA can do an even better job of meeting the needs of the current marketplace, with an eye to developing the one of the future.”

“I’m pleased to be joining HFA at such an important time in the music industry,” said Raso. “It has changed a great deal since I first worked with the company as a consultant eight years ago, and I look forward to being a part of its continued evolution.”

Prior to HFA, Raso was the General Manager of 23 Omnimedia, which provides advisory services for artists, brands and rights holders to help define opportunities and craft new business models. Before that, he was Director, Product Management at Live Nation Artists, where he constructed artist recording and publishing deals including defining strategies and P&L projections for Live Nation’s “360” artist deals. Previous to his work at Live Nation, Raso spent six years as Manager, Media & Entertainment: Music Segment at BearingPoint, where he designed, developed and implemented systems and web interfaces for international music publishing and content licensing organizations including ASCAP and HFA. Raso also has over ten years’ experience at record labels, including Velvel, Atlantic, Arista, MCA, Roadrunner and SST. He has a Bachelors of Arts Degree in Speech Communications from George Washington University.

About HFA:

Established in 1927 by the National Music Publishers’ Association, HFA represents over 37,000 music publishing catalogs for licensing 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.

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