



## **FOR IMMEDIATE RELEASE**

### **Fred Beteille Named Senior Director of Strategic Technology for HFA**

New York, NY, July 2, 2010 - The Harry Fox Agency, Inc. (HFA), the nation's leading provider of copyright, licensing, royalty distribution, and outsourced technology services for the music industry, announced today that Fred Beteille has been promoted to Senior Director of Strategic Technology. Beteille had been Director of Business Affairs and Licensing Technology. He will report to HFA's Chief Information Officer, Lou Trebino, with a matrix reporting relationship to Maurice Russell, SVP – Licensing, Collections and Business Affairs.

“I am pleased to have Fred join my team,” said Trebino. “He has played a significant role in HFA's business technology initiatives, specifically the development of the company's transactional database, which facilitates automated matching to ensure expedited licensing and royalty administration. Additionally, he has made outstanding contributions to digital licensing and new business initiatives. I look forward to collaborating with him to develop and refine HFA's technological trajectory.”

“Working at HFA for the past 6 years has provided me with invaluable experience that has primed me for the challenges of my new role.” said Beteille. “Over the past decade, our industry has changed radically and HFA has transformed itself technologically to prepare itself for the business of the future. I am honored to be continuing my growth with an industry leader.”

Beteille has been with HFA since 2004. Joining as a Publisher Services Inquiry Agent, Beteille was quickly promoted to a Senior Licensing Agent. He was then promoted to Manager, Business Affairs and Licensing Technology in July 2007. In 2009, he became Director of Business Affairs and Licensing Technology.

Prior to joining HFA, Beteille was a Personal Assistant to entertainment attorney Stuart Silfen, at the entertainment law firm of Frankfurt, Garbus, Kurnit, Klien & Selz. In this position, he worked with high profile clients on contracts and licensing deals. Before moving to Frankfurt, Garbus, Kurnit, Klien & Selz, he was a consultant for the start-up media firm, Syrinx Media Group, Inc.

Beteille has a Bachelors Degree in Music Business Management from New York University.

#### **About HFA**

Established in 1927 by the National Music Publishers' Association, HFA represents over 45,000 music publishing clients 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, permanent digital downloads, interactive streams, limited downloads and more, HFA is dedicated to finding new ways for its affiliated clients 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. HFA also provides administration services for major content providers and distributors. 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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