



**For Immediate Release**

## THE ORCHARD AND MUZAK JOIN FORCES TO BRING CUTTING-EDGE MUSIC TO 100 MILLION LISTENERS PER DAY

### ***Marketing Alliance Extends The Orchard's Reach to Muzak's Network of Locations and Gives Muzak Access to Industry's Richest Catalogue***

CANNES, France - MIDEM2007 - January 22, 2007 - The Orchard, the world's leading digital distributor and marketer of independent music, and Muzak, the world's leading business music provider, today announced a comprehensive licensing and marketing agreement that provides new exposure opportunities for The Orchard's catalogue among Muzak's 100 million daily listeners in hundreds of thousands of locations. At the same time, the alliance vastly extends Muzak's offerings to include The Orchard's unrivaled repertoire of independent and international content, which spans every musical genre and encompasses established and breaking acts.

Under the agreement, The Orchard will provide a turn-key music licensing, publishing administration, song research, and programming solution to Muzak. The Orchard will ensure efficiency in the delivery of the right music to the right Muzak customers' locations, and accurate collection and distribution of royalties to performers and copyright owners.

Muzak CEO Stephen Villa commented: "Over the past decade, we have broadened our Audio Architecture services to reflect the increasingly varied nature of our clientele. Our alliance with The Orchard takes this effort a major step further by partnering us with the leading marketer of independent music in the world. Orchard will provide us with access to hundreds of thousands of masters from the industry's richest and most diverse independent music catalogue and will be a key partner for us in evolving our own product and service offering. We feel this is a historic deal for Muzak and, over the course of 2007, expect to share exciting new developments as we expand the nature of our Orchard relationship."

"Muzak is ubiquitous: In terms of scale, you can't top 100 million listeners per day in hundreds of thousands of locations," said Greg Scholl, chief executive of The Orchard. "But Muzak brings a lot more to the table than sheer numbers. The company's Audio Architecture and music industry savvy make it a great partner for The Orchard, with tremendous potential to provide new exposure avenues for our labels and artists. We're looking forward to using our programming expertise to work closely with Muzak and maximize these opportunities on behalf of Orchard-distributed artists, and also contribute to Muzak's continued evolution as the leading music provider to businesses worldwide."

### About Muzak

As the world's leading provider of business music, Muzak creates experiences that reach more than 100 million people daily. Some of the biggest brands in business, from Aveda to Sur La Table to Boeing, work with Muzak to enhance their brand image in 400,000 client locations. More than 80 core programs and an endless variety of custom programs are distributed around the world. Muzak issues \$35 million in royalties annually, as it promotes artists from its library of more than 2 million tracks. For more information, visit [www.muzak.com](http://www.muzak.com).

### About The Orchard

The Orchard is the world's leading digital distributor and marketer of independent music, with a catalogue of more than one million tracks representing 73 countries, thousands of labels, and every music genre. This catalogue includes titles from multi-platinum acts such as Green Day, Coldplay, Ray Charles, and Ice T, as well as from breaking bands like The Hold Steady, Bedouin Soundclash, and Immortal Technique. The Orchard supplies all the leading legal digital music stores and mobile operators throughout the world and markets its labels' catalogues for sync song placements in films, commercials, and television shows. The company is owned by Dimensional Associates, the private equity arm of JDS Capital Management, Inc. whose portfolio companies also include eMusic and Dimensional Music Publishing. The Orchard is headquartered in New York and London, with offices in 23 countries and six continents. For more information, please visit: <http://.theorchard.com>.

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