

# INTRODUCING DATZ MUSIC LOUNGE

Submitted by: XL Communications

Thursday, 30 October 2008

---

Millions of tracks, thousands of artists, yours to keep forever – one price

Datz, the online music download store and community website, today announced the launch of the Datz Music Lounge; a revolutionary new way to buy and enjoy music. Music lovers can now have the music they want for a single one off cost.

The Datz Music Lounge lets you download as many tracks as you want over the course of a year for a one off cost of £99.99 (RRP). Members of Datz Music Lounge can keep all the tracks they have downloaded forever. Every song is in MP3 format, free from DRM and 100% legal. Music can be transferred to an iPod, MP3 player or a mobile phone.

Featuring millions of songs from thousands of artists, the catalogue of hits includes everything from classic artists to modern stars. In addition a wide selection of new music released in 2009 will be available to Datz Music Lounge members, enabling them to enjoy the hits of the future as well as an incredible back catalogue.

The Datz Music Lounge has been created by leading music download site Datz.com along with leading record labels to encourage people to find new ways of enjoying legal digital music. Record labels whose catalogues will be part of the Datz Music Lounge at launch include Beggars Group, EMI Music, The Orchard & Warner Music with more joining over the coming weeks.

Michael Richardson, Managing Director of Datz says: "We wanted to find a safe and legal way for users to download music to keep. With literally thousands of artists and millions of tracks all in unlocked MP3 format, the Datz Music Lounge provides safe, carefree downloading for all music enthusiasts. Datz Music Lounge gives people a way to bolster their back catalogue, try new music and rediscover artists they love. All the music is theirs to keep forever and they can download anything they like for one year after they join Datz Music Lounge. Not only does Datz Music Lounge fundamentally change the way people can enjoy music, it also provides one of the greatest offers of all time."

Martin Mills, Chairman, Beggars Group said: "Beggars is pleased to add its considerable catalogue to The Datz Music Lounge. We are excited to be involved in such an innovative approach to enjoying legal music."

Matthew Crosswaite, SVP Sales & Commercial Development - UK & Ireland, EMI Music said: "The Datz Music Lounge offering is a new and innovative way for consumers to gift digital music via high street retailers - just in time for the peak season. The product is subscription based and will be a valuable and insightful tool for understanding how consumers explore and react to EMI's deep and rich back catalogue."

Greg Scholl, president and chief executive officer of The Orchard, added, "Datz Music Lounge is exciting and innovative, and showcases both The Orchard's significant music catalogue, and fundamentally differentiated marketing and merchandising capabilities. Being selected as their partner for vital

independent sector is an honor, and we are proud to call Datz a client.”

Music is downloaded DRM free to a computer in MP3 format. The user can then transfer the music to any music playing device. Users can purchase the limited edition Datz Music Lounge gift box, available from leading high street retailers or online at [www.datzmusiclounge.com](http://www.datzmusiclounge.com). Simply insert the Music Lounge CD and USB key into your computer and start building a record collection over the following 12 months, safe in the knowledge that the music is 100% legal, 100% original and 100% yours to keep forever.

-Ends-

About Datz:

The Datz Music Lounge provides an easy and intuitive way for people to enjoy the music they love, legally but free from restrictions. Datz Music Lounge provides access to millions of tracks from thousands of artists in MP3 format, free from DRM. Datz Music Lounge is delivered by Datz.com, a leading online music store and community website dedicated to delivering a superior music experience to users.

About Beggars Group:

Beggars Group is one of the world's leading independent group of record labels and was first established in 1976. The group now consists of the following labels -- 4AD, Matador, Rough Trade, and XL Recordings and has seven dedicated offices worldwide, in addition to the three that operate in London. The current roster of artists includes Adele, Vampire Weekend, Beirut, Bon Iver, British Sea Power, Jarvis Cocker, M.I.A., Radiohead, TV On The Radio and The White Stripes whilst the group also comprises catalogue artists like The Charlatans, Cocteau Twins, The Cult, The Fall, Gary Numan, Pixies and The Prodigy.

About EMI Music:

EMI Music is one of the world's leading music companies. It represents artists spanning all musical tastes and genres. Its record labels include Angel, Astralwerks, Blue Note, Capitol, Capitol Nashville, EMI Classics, EMI CMG, EMI Records, EMI Televisa Music, Manhattan, Mute, Parlophone and Virgin.

About The Orchard:

The Orchard (NASDAQ: ORCD) controls and globally distributes more than 1.3 million songs and over 5,000 video titles through hundreds of digital stores (e.g. iTunes, eMusic, Google, Netflix, V CAST) and mobile carriers (e.g. Verizon Wireless, Vodafone, Bell Canada, 3). With operations in 29 regions around the world, The Orchard drives sales for its label, retailer, brand, and agency clients through innovative marketing and promotional campaigns; brand entertainment programs; and film, advertising, gaming and television licensing. A pioneer in digital music and media services, The Orchard fosters creativity and independence. The Orchard is a registered trademark and The Orchard logo is a service mark of Orchard Enterprises NY, Inc. All Rights Reserved.

About Warner Music Group:

Warner Music Group became the only stand-alone music company to be publicly traded in the United States in May 2005. With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Bad Boy, Cordless, East West, Elektra, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

Media Contacts:

For The Datz Music Lounge:

Chris Bignell  
XL Communications  
Tel: +44 (0) 7834 020460  
Email: [chris@xl-comms.com](mailto:chris@xl-comms.com)

Danny Payne/Tom Green  
Zest PR  
Tel: +44 (0) 20 7734 0206  
Email: [tom@zestpr.com](mailto:tom@zestpr.com)/[danny@zestpr.com](mailto:danny@zestpr.com)

For EMI Music:

Richard O'Brien  
EMI  
Tel: 020 7795 7447  
Email: [obrienr@emigroup.com](mailto:obrienr@emigroup.com)

For The Orchard:

Europe  
Simon Lait  
Tel: +44 (0)1832 720 292  
Email: [simon@theorchard.com](mailto:simon@theorchard.com)

U.S  
Jaclyn Ranere  
Tel: +1 212-201-2839  
Email: [Jaclyn@theorchard.com](mailto:Jaclyn@theorchard.com)

For Warner Music:

James Steven

Tel: +44 (0) 207 368 2500

Email: [james.steven@warnermusic.com](mailto:james.steven@warnermusic.com)

