

# I WANT MY MP3!

Submitted by: XL Communications

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Millions of tracks, thousands of artists, yours to keep forever – one special price from Sainsbury's

Datz, the online music download store and community website, today announced the retail 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, retailing from today at Sainsbury's.

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, any 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."

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 Sainsbury's 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.

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