

FOR IMMEDIATE RELEASE

Muze Launches Next Generation Suite of Media Information Products

Enhanced Media Information Powers Search and Discovery for Entertainment Distributors and Retailers

New York, NY — August 23, 2007 — [Muze Inc.](#), a world leader in enabling commerce in entertainment, today announced the launch of the next generation of its media information products to aid in search and discovery initiatives for retailers around the globe. These solutions enable consumers to search for, discover, and purchase physical and digital entertainment products including music, film and video, books, and video games.

The first Muze product to utilize the enhanced data model is **MuzeGames™**, a comprehensive database of commerce-enabling games data augmented with high-value editorial content and rich media including trailers, previews, and game images. In addition to providing the core data that's essential for retail and other channels – including titles, UPCs, descriptions, and release dates – the new MuzeGames™ product represents the first Muze media information product to be available in discrete “tiers,” enabling retailers and other businesses to acquire exactly the data that meets their specific requirements. Tiers include:

- **MuzeGames™ Elements** – Provides essential product data on over 66,000 game releases, covering the entire video game spectrum, from classic to contemporary.
- **MuzeGames™ Definitive** – Takes the Elements data package and adds rich, in-depth editorial data, including news, previews and in-depth reviews, awards, hints and tricks.
- **MuzeGames™ Illustrated** – Builds on both Elements and Definitive, adding images and rich media, including front and back package covers, screen shots, clips of game play, and trailers promoting games releases.

Upcoming product releases for other entertainment categories will be available in a similar tiered structure, enabling Muze clients to utilize an offering that precisely matches their needs.

Vladimir Bogdanov, chief technology officer for Muze, noted that the new data products will dramatically change how businesses access and utilize the entertainment information to market to consumers. “We’ve learned a great deal about the business needs of our clients over the last 15 years. Our new products for search and discovery provide a more intuitive and compelling experience for consumers to locate and purchase music, movies, books, and games. In turn, Muze client companies increase their revenue. ”Some highlights of Muze's next generation search and discovery products include:

- Increased depth and breadth of entertainment product information, including rich descriptive and relational content, enabling more efficient search and discovery
- Fully normalized and identity-managed data structure enables hyperlinking and search across media types, encouraging higher average transaction value
- Flexible data delivery including XML feeds and multiple incremental update options allow retailers and other entertainment distribution channels to utilize a variety of data synchronization methodologies

- Rich, flexible, and extensible data model allows customers to scale data on-demand to meet their specific needs, including the unique demands of mobile devices
- Compact, efficient, and consistent data structure, supported by easy-to-use data visualization tools, speeds implementation and deployment
- New data architecture gives Muze unique competitive advantages and provides our clients with seamless integration to leading technologies such as custom data-packaging, compact data delivery, real-time ranking and filtering, auto-linking, on-demand discovery and data streaming, product and customer profiling, and more.

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This next generation architecture enables Muze to easily accommodate evolving media types and presentation formats – such as high-definition video and interactive media – providing clients with a much richer and more effective consumer buying experience, well beyond the capabilities of the nearest competitive offering.

“We chose to launch our suite of next generation search and discovery products with MuzeGames™ because it features highly engaging and rich media elements such as streaming video and images, which highlight interactive games and demonstrate the capabilities of our new product line,” says Janice P. Anderson, Muze CEO. She adds, “Our enhanced Music products are set to debut in January of 2008, followed by products for Film, Video and Books, also in the first quarter of 2008.” She goes on to say, “We’ve just signed our fourth client to our new MuzeGames™ product, and with more in the pipeline, it’s clear that we’ve addressed the needs of the market. We’re committed to providing retailers and other entertainment distribution channels with innovative solutions for sustainable revenue growth.”

About Muze Inc.

Established in 1991, Muze provides solutions to businesses that enable search, discovery, and consumption of entertainment content. Our goal, with both our media information products and our Open Media Exchange™ digital media management and distribution platform, is to provide the foundation for making all types of entertainment products available on-demand anywhere, anytime, creating a truly compelling consumer experience, and one that benefits the industry as a whole. Hundreds of companies worldwide – ranging from in-store and online retailers, portals, community sites, auction sites, consumer electronics, and mobile providers – rely on Muze's rich entertainment content and digital media platform to support both physical and digital retail commerce. Clients include Yahoo!, eBay, O2 Germany, Best Buy, Overstock, Pricegrabber, Packet Video, Hot Topic, Amazon, Play.com, BurnLounge, CNET, and many others. Muze has offices in New York City, Seattle, and London. To learn more about Muze, please visit www.muze.com.

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