



## Muze Names Janice P. Anderson as CEO

### CEO Brings Track Record of Leading Companies to Profitable Growth and Market Leadership

NEW YORK, NY -- (MARKET WIRE) -- March 29, 2007 -- Muze Inc., a worldwide leader in B2B digital commerce solutions used to connect people to art, education, and entertainment, today announced that former Onyx Software Chairman and CEO Janice P. Anderson has been named chief executive officer of Muze Inc.

Anderson is an experienced business leader, strategist, and entrepreneur with an impressive track record in technology marketing and global operations. Her extensive career includes executive management positions in communications, web-based solutions and enterprise software, with Onyx Software, Lucent Technologies, and AT&T Corporation, as well as with two technology startups.



[Janice P. Anderson, CEO of Muze Inc.](#)

"Janice has a successful history of delivering profitable revenue growth through new business models, targeted go-to-market strategies and strategic acquisitions," said Muze Inc., Chairman Bill Stensrud. "She is an exceptional leader with the right mix of original thinking, problem solving abilities, leadership skills, and energy to help Muze capitalize on the growing opportunities in the digital media marketplace."

"Over the last year, Muze has reinvented itself as a single source for the provisioning of digital content for retailers, wireless services providers and online companies who want to offer entertainment, art, and music to their customers," said Anderson, adding, "Muze has all of the

essential ingredients for a tremendous outcome of growth, market leadership, and value creation. I'm very excited to be a part of this organization at this stage in its evolution."

Ms. Anderson has a BA in Commerce from the University of Toronto and an MBA in Finance and Strategy from York University.

The arrival of Ms. Anderson as CEO will enable Bill Stensrud, who had been interim CEO and remains chairman of Muze Inc., to focus 100% of his time on a strategic industry initiative that will partner Muze with the top-tier organizations in content, consumer electronics, and retail. Muze, along with these industry partners, are creating a technology standard that will drive the next generation of rich media distribution.

#### About Muze Inc.

Established in 1991, Muze provides digital media management technology and media information to a vast array of markets and verticals, ranging from in-store and online retail, portals, community sites, auction sites, consumer electronics, and mobile devices. Nearly 900 companies worldwide now 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, RealNetworks, 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](http://www.muze.com) and [www.muzeurope.com](http://www.muzeurope.com)