

FOR IMMEDIATE RELEASE**Muze Launches Open Media Exchange™**

Centralized, industry-wide media management and distribution platform enables lower-cost, higher-yield commerce in digital entertainment media

NEW YORK, NY – June 19, 2007 – Muze Inc., a worldwide leader in digital media commerce solutions that enable search, discovery, and consumption of entertainment media, today announced the launch of its Open Media Exchange™ (OMX™), the next generation of its MediaDNA™ platform. The Open Media Exchange™ is designed to provide an open, collaborative, standards-based framework and delivery platform for the creation, marketing, and distribution of digital media.

Built as an extension of Muze's market-tested MediaDNA™ Digital Media Platform version 2.5, OMX™ enables unprecedented collaboration between content owners, retailers, mobile providers and other stakeholders in the industry by centralizing processing, and sharing common infrastructure, applications, and databases. This collaboration eliminates duplicate investment, accelerates time-to-market, and provides consumers with more choice and flexibility.

"We've worked closely with many of the key participants in the digital entertainment media value chain to understand their pain points and develop an infrastructure platform that will enable them to overcome the limitations of the current ecosystem," said Janice P. Anderson, Muze CEO. "The key capabilities introduced with OMX™ will enhance performance and scalability for the industry as a whole, and will allow new channels to emerge, provide more attractive offerings to consumers, and lower the cost structure across the entire supply chain." Highlights of the new platform include:

- Centralized content repository of normalized media and metadata that can be delivered to consumers in any format, for any device, and over any channel, including streaming, radio services, downloads, and Over-The-Air (OTA) delivery.
- Dedicated suites of management tools that offer business rules and reporting to support the specific needs of Content Owners, Retailers, Mobile Services providers, and other industry stakeholders. OMX will provide unprecedented control and visibility of digital media assets, with greater insight into consumer behavior and buying patterns.
- Service Oriented Architecture ensures flexibility, easy integration with new and existing systems, rapid development of new features and functionality, and enables retailers to deploy digital media stores and related services, quickly and cost-effectively.
- Merchandising tools provide support for traditional promotional and merchandising scenarios as well as for multi-party collaborative marketing including co-op pools, ad revenue distribution, stored value re-allocation, viral marketing, and more.

Muze clients are enthused about the new offering. "As a rapidly growing business in the digital music arena, having a technology platform that's scalable and secure has been key for us,"

says Ryan Dadd, president and chief operating officer of BurnLounge, a fan-driven digital download community, adding, "The availability of fresh content is also critical. Muze has consistently been able to deliver 95% of new releases by street date, meaning that our consumers always have access to the most current, popular music, a real differentiator for us. The shift to the Open Media Exchange[™] concept means that we will have even greater flexibility to adjust our offering to the evolving needs of our consumer."

"The OMX[™] provides the foundation for completely reinventing the media experience, opening up new channels, and providing a more effective distribution environment" says Muze's Anderson, adding that "OMX[™] will enable flexibility and efficiency for content owners and retailers, while providing a foundation for an unprecedented level of personalization for the consumer."

About Muze Inc.

Established in 1991, Muze provides digital media commerce solutions to businesses that enable search, discovery, and consumption of entertainment media. 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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