

**FOR IMMEDIATE RELEASE**

## **Adam Klein Joins Muze Board of Directors**

*Digital Media Veteran Becomes Vice-Chairman*

**New York, NY — August 7, 2007** — [Muze Inc.](#), a worldwide leader in digital media commerce solutions that enable search, discovery, and consumption of entertainment media, today announced that former EMI Music strategist Adam Klein has joined its Board of Directors, and will assume the role of vice-chairman.

Currently president of [VideoEgg Inc.](#), a video solution for online communities, Klein most recently served as evp of strategy and business development at EMI Music. Prior to EMI, Klein was with MTV Networks, where he was advisor to the chairman on overall strategy and business development. Other experience includes a stint as evp and president of global marketing for Hasbro, and as president and coo of Ask Jeeves (now Ask.com). Earlier in his career, he was a strategy consultant specializing in media with both Boston Consulting Group (BCG) and Booz Allen Hamilton. Klein holds an MBA and a Doctorate from Harvard Business School, where he taught strategy and change management.

“Adam has a rich, unique background in driving the convergence of traditional and digital media,” says Muze Chairman, Bill Stensrud. “He brings an incredible wealth of knowledge and wisdom about the entertainment media marketplace to Muze. We’re delighted to have him on board, and we look forward to tapping into his experience to develop new ways for our clients – and the industry – to be more successful.”

“By making digital entertainment media more accessible to consumers and more profitable to stakeholders, Muze’s Open Media Exchange<sup>™</sup> is dramatically improving the health of the entire digital media value chain,” says Klein. “Muze is providing the industry with new tools and a low-cost infrastructure, enabling consumers to enjoy and purchase rich media in ways that are really integrated into their lifestyles.” He adds, “Muze’s OMX<sup>™</sup> provides the foundation for making all types of digital media available anywhere, anytime, creating a truly compelling consumer experience, and one that benefits both consumers and the industry.”

### **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](http://www.muze.com)

###

### **Muze Press Contact**

David Z Orban

(212) 824-0349

[dorban@muze.com](mailto:dorban@muze.com)