

FOR IMMEDIATE RELEASE

Muze Launches Mobile Music Subscription Service with O2 Germany

***Muze's Open Media Exchange™ enables
"Top Ten" mobile subscription service***

NEW YORK, NY – July 31, 2007 – Muze Inc., a worldwide leader in digital media commerce solutions that enable search, discovery, and purchasing of entertainment media, today announced that its Open Media Exchange™ (OMX™) digital media distribution platform is being used by O2 Germany to power a new, subscription-based mobile music experience. This service is the first of its kind for O2, and enables O2 to target digital media promotions to both new and current users of O2's mobile services.

This new service is being offered in partnership with music powerhouse MTV, enabling program subscribers to download MTV's Top Ten tracks for the week directly to both their PCs and mobile devices simultaneously. The service also supports progressive playback, enabling consumers to listen to the song while it's being downloaded. For convenience, music purchases are billed directly to a user's existing O2 Music monthly statement. Subscribers can also access the O2 music store online and download songs directly to their PC, and then port the tracks onto their mobile devices.

According to Lars Dueysen, head of music data services and portals for O2 Music, "O2 is committed to providing our customers with outstanding service and fantastic user experiences for their mobile devices. We view digital entertainment as a competitive advantage in our marketplace and our new program is an exciting avenue for growth for O2." He adds, "We've partnered with world class organizations in order to bring our customers exciting, yet affordable digital media content. Muze has consistently proven to be a leader in this space. Their far-reaching vision for the industry and the OMX™ digital media platform fit perfectly into O2's customer strategy. It provides a comprehensive and growing media catalogue of timely and exciting content, supported by excellent search and discovery functionality, making for a very compelling offering to our mobile users."

"The demand for mobile entertainment content continues to grow and reflects consumers' desire to have unfettered access to content anytime, anywhere," says Muze CEO Janice P. Anderson. "O2 has been a leader in this area and our Open Media Exchange™ digital media platform manages a multitude of complexities for O2, providing a seamless, easy-to-use experience for their mobile consumers."

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

About O2 Germany

O2 (Germany) GmbH & Co. OHG, a subsidiary of O2 plc, offers its post-pay and pre-pay customers almost blanket GSM-coverage through their own mobile communications network and a roaming agreement with T-Mobile. Moreover the company provides innovative mobile data services on the basis of GPRS and UMTS technology. O2 plc has over 30 million customers in the UK, Ireland and Germany. O2 is a Telefónica company.

<http://www.o2.com/de> .

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