

PRESS RELEASE

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AUDIO NETWORK MAKES MUSIC FARE PLAY FOR CAB PASSENGERS

Cabvision launches music channel with help of production music company

Audio Network, one of the UK's fastest growing production music providers, has signed a groundbreaking deal with Cabvision, the TV system for London Taxis, to launch an in-transit music channel. The deal solves complicated licensing issues for Cabvision by providing them with a wide range of pre-cleared music. It also marks the first time that production music is being made available en masse to consumers.

The dedicated music channel launches on the Cabvision system this month and gives passengers an extensive selection of music across a range of genres from the Audio Network catalogue. Travelers can choose between Chillout & Ballads, Classical, Pop & Hip Hop and Jazz, Big Band & Orchestral. All music is original and has been composed by many award winning composers.

Andrew Sunnucks, MD of Audio Network, says, "This deal demonstrates the breadth of licensing dilemmas and how music providers, faced with a growing number of delivery platforms, are increasingly looking for the most efficient ways of licensing music. We're in an age where content providers needn't be hamstrung by out of date licensing processes and we're happy to play a role in changing how things are being done."

Audio Network's unique licensing model has already captured the imagination of the UK TV and advertising industries. The company works with 21 of the top 25 production companies in the UK and their music is used extensively by all the major broadcasters, as well as brands including Ford (Ogilvy), Woolworths (BBH) and Ambi Pur (Grey London).

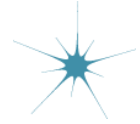
Nigel West, Director of Cabvision Limited, says, "We needed a straightforward solution to our music needs and didn't want to have to jump through a lot of hoops whenever we needed a piece of music. The Audio Network catalogue offers fantastic quality as well as really efficient licensing options, so it was an easy choice."

Cabvision is an in-cab broadcast TV system fitted into London cabs using DAB – digital audio broadcasting - technology to deliver media content, and uses GPRS to collect viewing and listening data. Cabvision, which is Public Carriage Office approved, is designed to offer a totally new advertising platform to marketers.

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Notes for editors:

Audio Network provides customers with access to a catalogue of over 12,000 high quality music tracks and a separate catalogue of over 50,000 sound effects. All Audio Network music is cleared for world, multi-platforms and in perpetuity. Licenses start from just £195+VAT for unlimited use of the catalogue in a single production. Audio Network was launched in 2001 by Andrew Sunnucks and Robert Hurst. Recognising both the existing difficulty with licensing and emerging new media usages, Sunnucks and Hurst were the first to license music on this basis in a serious attempt to make tracks easy to use around the world. To audition the Audio Network catalogue please visit www.audionetworkplc.com.



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