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IODA and International Music Managers Forum Create Strategic Distribution and Marketing Partnership

Landmark Alliance Gives Artists and Managers Ability to Effectively Address the Global Digital Market Independently

West Hollywood, Calif. — May 1, 2008 — IODA, the global leader in digital distribution, marketing, and technology solutions for the independent industry, today announced at the MUSEXPO 2008 Conference, a strategic partnership with the International Music Managers Forum (IMMF)/Music Managers Forum (MMF). Under the terms of the partnership, IODA becomes the IMMF's worldwide digital distribution partner, offering managers' chapters in 14 countries the ability to distribute music from their artists directly to IODA's network of over 400 digital retail outlets worldwide. In addition to offering artist owned or controlled catalog and new releases, this landmark partnership will make previously unreleased live and demo recordings, outtakes, and other new and archival works available to fans for the first time

IMMF/MMF members can now benefit from IODA's proven distribution platform while maintaining total control of their catalog. IODA's unique Rightsholder Dashboard provides a 360-degree view of all distribution and marketing activity, allowing artists and their managers to comfortably manage royalties and actively participate in the release process. An easy, fast and low cost solution, IODA handles all licensing, encoding and delivery, and accounting while also helping artists and their manager's drive online and offline sales via the patent-pending IODA Promonet™ network, the company's groundbreaking digital marketing platform.

“The IMMF is the largest and most forward-thinking managers group in the world – and we are thrilled that it has chosen IODA as its global partner,” commented Kevin Arnold, founder and CEO of IODA. “Instead of relying on the traditional label system to release content, artists and managers can do it themselves, easily distributing and managing both new material and the unique recordings that may be collecting dust in their attics. With the IODA Promonet network of more than 3,000 digital retailers, music websites, social networks, bloggers and other online tastemakers, we are excited to give fans the opportunity to discover valuable new recordings for the first time.”

“In IODA, we see a powerful partner and a kindred spirit. At the heart of IODA's success is a passion for helping independent artists and labels – and we share this passion,” commented Petri Lunden, chairman of IMMF and founder of MMF Sweden. “Our partnership is the first of its kind for the IMMF/MMF and I am pleased that we can provide IODA's highly

effective, transparent and flexible distribution and marketing platform to our members worldwide.”

About the IMMF

The International Music Managers Forum (IMMF) is a non-governmental organization whose members are MMF federations of music managers at the national level in 14 countries. Its mission is to ensure the safeguarding, respect and protection of the moral and professional interests of its members and the worldwide community of music managers. The IMMF fosters awareness of the importance of the rights of artists as the creators of copyright, and therefore of culture, and the essential role which managers play in protecting the rights and role of their clients in this regard. For more information, go to www.immf.com.

About IODA

IODA, the Independent Online Distribution Alliance, is the industry-leading digital distribution company for the global independent music community. IODA provides comprehensive services to record labels, physical distributors, and artists, including license negotiations; media encoding and metadata management; and royalty payment administration and reporting. The company also offers promotional support through a dedicated marketing division and through the IODA Promonet (www.iodapromonet.com), a promotional distribution network that provides qualified podcasts, blogs, and other promotional sites with access to pre-cleared, legal music and other promotional assets from IODA's labels. Founded in 2003, IODA represents a rapidly expanding roster of over a million tracks from thousands of independent labels around the globe. IODA was named one of FORTUNE magazine's 25 Breakout Companies for 2005. The company's website is www.iodalliance.com.