



**For Immediate Release**

## **GOTUIT ADDS INDIE LABELS FROM IRIS DISTRIBUTION TO ITS *GOTUIT MUSIC ON DEMAND* SERVICE**

### **Gotuit Media Teams with Leading Digital Music Distributor to Bring More Independent Record Labels to Video on Demand**

**ANDOVER, Mass., March 8, 2005** – Gotuit Media Corp., the leading platform provider for next generation video on demand, today announced an agreement with IRIS Distribution, a leading digital music distributor and service provider, that will bring more independent record labels to video on demand (VOD). Through a multi-year agreement, Gotuit Media will add music videos and live concert footage from IRIS' independent label partners to its *Gotuit Music On Demand*<sup>™</sup> service, allowing cable operators in the U.S. and Canada to offer their digital subscribers instant access to the most extensive on-demand collection of indie music videos and related programming.

IRIS Distribution represents more than 150 prominent independent record labels, including Chemikal Underground, Fat Possum Records, Ghostly International, K Records, Kranky, Megaforce Records, Ropeadope, and SCIFidelity Records, among others. These labels represent some of the hottest indie music recording artists both past and present, including The Black Keys, Built to Spill, Burning Spear, Charlie Hunter, Clutch, The Delgados, Le Tigre, Matthew Dear, Mirah, Modest Mouse, and Out Hud, to name a few. Digital music retailers such as Apple's iTunes® Music Store, Napster and Musicmatch® currently feature content from IRIS Distribution.

"*Gotuit Music On Demand* is a powerful distribution channel for our label partners who are excited about leveraging new technologies, such as VOD, to extend their brands and gain more exposure to new fans," said Matt Laszuk, president of IRIS Distribution. "We're thrilled to be adding our extensive collection of indie music video programming to this service, and know music fans will enjoy the opportunity to view their favorite artists in a way that only Gotuit can offer."

Powered by Gotuit On Demand<sup>™</sup>, a patented navigation platform that combines segment metadata with on-demand video content, *Gotuit Music On Demand* allows digital cable subscribers to personalize their viewing experience by selecting just the music videos they choose to watch, as well as additional content – such as artist interviews, discography, tour information and "making of" footage to enable viewers to build a deeper connection with their favorite artists. Viewers can browse and select specific music video programming provided from IRIS Distribution's label partners from the multiple *genre blocks* and *artist showcases* within *Gotuit Music On Demand*.

"We're bringing music videos to a whole new level of viewer interactivity that will empower operators to deliver music video programming that isn't available anywhere else today," said Mark Pascarella, president of Gotuit Media Corp. "By adding IRIS Distribution to our *Gotuit Music On Demand* service, we now have the most extensive collection of independent music video programming available for on demand."

#### **About *Gotuit Music On Demand***

The *Gotuit Music On Demand* Service houses the largest video on demand library of music videos and related content that exists today, including music video programming from leading content providers such as the Universal Music Group, Kung Fu Records, Vagrant Records, and now IRIS Distribution. Gotuit gives subscribers instant access to the hottest music videos – empowering viewers to be their own 'VJ' by creating a personalized music video viewing experience. Viewers can select from a variety of pre-programmed genres and label-based music video blocks, artist spotlights, reviews, discographies, and concert footage. Through an on-screen menu, subscribers can browse and select specific music videos in a program block for immediate viewing, or navigate to the next or previous music video. The *Gotuit Music on Demand* platform also provides a variety of innovative and exciting advertising, sponsorship and commerce opportunities not otherwise available through traditional VOD.

The *Gotuit Music On Demand* service, which has been deployed in a test market with a major U.S. cable operator, is among the most popular on-demand offerings on that cable system.

**About IRIS Distribution**

IRIS Distribution is a leading music distributor and services provider for the digital music retail market. IRIS provides collective bargaining, encoding, content management and marketing expertise to independent record labels and traditional distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes thousands of tracks from over 150 record labels to online retailers such as iTunes®, Napster and Musicmatch®, among others, and is located in San Francisco, California. Additional information can be found at [www.irisdistribution.com](http://www.irisdistribution.com).

**About Gotuit Media Corp.**

Gotuit Media is dedicated to enabling the intelligent navigation of on-demand video content. Its flagship offering, Gotuit On Demand™, is a patented indexing technology that combines segment metadata with on-demand video content, allowing consumers to quickly access the parts of a show in which they are the most interested. Gotuit works with both cable operators and content owners to provide viewers with direct access to the very best moments in television. The company has established partnerships with leading content providers in the areas of Music, News and Sports.

Gotuit holds a broad portfolio of patents in the time-shifted video space, including several landmark awards concerning video metadata. Founded in 2000, Gotuit Media is privately held and funded by Highland Capital Partners, Atlas Venture, Motorola and other investors. Additional information can be found on Gotuit Media's web site at [www.gotuit.com](http://www.gotuit.com).

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