



FOR IMMEDIATE RELEASE

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**IRIS Distribution and Xingtone Enable Independent Labels
To Participate in the Ringtone Market**

Unique Ringtones Now Offered by Independent Labels

SAN FRANCISCO, CA – July 18, 2005—IRIS Distribution, a leading distributor and service provider in the digital music retail market, today announced a partnership with mobile delivery company, Xingtone, that will allow independent labels affiliated with IRIS to offer ringtones directly from their websites. This unique strategy will ensure that independent record labels are able to participate in this increasingly profitable segment of the market. By making ringtones available from their already trafficked website, independent labels are able to communicate with and sell directly to their established fan-base.

Ringtones have grown in popularity as advanced handsets have become more ubiquitous. Consumers desire personalized mobile phones that reflect their individual lifestyle and musical tastes, and are therefore seeking out the unique choices that can only be offered by independent labels. The mobile industry has historically been dominated by major label music, but now IRIS is providing a solution to independent labels that will allow them to establish a viable ringtone presence.

IRIS provides personalized marketing and expert services that reach beyond digital distribution itself. IRIS recognizes that capitalizing on the growth of ringtone sales is a powerful way in which record labels can increase both visibility and revenue.

“We are excited to enable our label clients to add ringtone delivery to their websites because it is important in establishing the role of independent labels in this emerging market,” said Bryn Boughton, Chief Marketing Officer of IRIS. “Now when a fan is online visiting their favorite indie labels, they can easily download ringtones without having to leave the site. This is one way IRIS is making sure that independent labels are treated equally throughout the digital music market.”

IRIS

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ABOUT IRIS DISTRIBUTION:

IRIS Distribution is a leading content distributor and service provider for the digital retail market. IRIS provides technical solutions, marketing support, and legal counsel to independent record labels and traditional distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes thousands of tracks from over 200 record labels to digital retailers, including Apple's iTunes Music Store, Napster 2.0, Musicmatch and Rhapsody. IRIS is based in San Francisco, California. For more information, visit www.irisdistribution.com.

ABOUT XINGTONE:

The company's first product for consumers, Xingtone Ringtone Maker, is the only legal, patent-pending software application for mobile phones that allows users to easily create real music ringtones from their personal music library. Xingtone Ringtone Maker is available from the company's website at www.xingtone.com and in most major North American resellers via a distribution partnership with industry leader Sonic/Roxio.

The company's Xingtone mStore service allows artists and content creators to easily convert their music, images and videos to mobile formats and have their own complete, one-stop e-commerce-capable mobile content store with samples, preview, and shopping cart.

Xingtone's software and services are compatible with most major carriers in the US and Canada, including Sprint PCS, Cingular (including AT&T Wireless), Verizon and T-Mobile, and they currently support more than 120 handsets. Xingtone is a fast-growing company expanding globally and will be offering its products and services in the EU beginning Fall 2005 and in Asia Pacific Spring 2006.

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