

FOR IMMEDIATE RELEASE

IRIS DISTRIBUTION SIGNS EXCLUSIVE NORTH AMERICAN DIGITAL DEAL WITH NINJA TUNE AND BIG DADA.

San Francisco, CA – November 11, 2005 - IRIS Distribution, a leading worldwide distributor and marketer of digital media announced today it has signed an exclusive digital distribution agreement with Ninja Tune and sister label, Big Dada. The current Ninja Tune roster includes renowned mainstays Kid Koala, Amon Tobin and The Cinematic Orchestra, along with Blockhead, The Herbaliser, Bonobo, Mr. Scruff, Jaga Jazzist, Sixtoo, Airborn Audio, and Super Numeri. Big Dada artists include Mike Ladd, Saul Williams, Abstract Rude, Roots Manuva, Bigg Jus, King Geedorah (MF Doom), Diplo, Lotek HiFi, and France's brightest stars, TTC.

I'm really excited to be working with Ninja Tune, just in time for the first new Coldcut release in eight years. With Ninja Tune and Big Dada as our newest addition to our roster of over 300 labels, it's time to stop thinking of ourselves as a team and start thinking of us as an army; an army of ninjas, tromping the worldwide long tail, fighting for the best distribution in the most sales channels of anyone in digital.

When asked for a comment to express how IRIS was an ideal choice for Ninja Tune, label manager Jeff Waye muttered under his breath, "those motherfuckers pay the bills."

Other recent additions to the IRIS family include Duck Down Records (Sean Price, Buckshot), Environ (Metro Area, Kelly Polar), Kemado Records (Elefant, The Fever), ~scape (Safety Scissors), Preservation Hall (Preservation Hall Jazz Band), Grayhound Recordings (DJ Garth, Jenö), TSR Records (Nils, ARMIK), Kayo Stereophonic (Anita O'Day), and Coco Machete (Land Shark, KC Flightt) which bring the IRIS roster to over 300 record labels.

ABOUT IRIS DISTRIBUTION:

IRIS Distribution is a leading content distributor that empowers digital media sales worldwide. IRIS provides technical solutions, marketing support, and legal counsel to record labels and traditional distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes thousands of tracks from over 300 record labels to digital retailers, including Apple's iTunes Music Store, Beatport, Emusic, Kompakt MP3, Napster 2.0, and Real/ Rhapsody; mobile channels such as AT&T, Boost, Cingular, CosmoGirl, Sprint, T-Mobile,

and Zingy; as well as video outlets including Apple's iTunes Music Store, Gotuit Media, and Ruckus Networks. IRIS is based in San Francisco, California. For more information, visit www.irisdistribution.com.

ABOUT NINJA TUNE:

Ninja Tune is an independent record label based in London (since 1990) and Montreal (since 1996), founded by the duo known as Coldcut. Pioneers of the emerging hip-hop/electro scene in the eighties, Matt Black & Jonathon More primarily created Ninja Tune to act as a vehicle by which they could release music of a more underground nature, free from the restraints placed on artists by major labels. Now internationally renowned, Ninja Tune Records and the affiliated Big Dada Recordings have spent the last 15 years pioneering and extending the boundaries of diverse sounds including electronic music, turntablism, hip hop, drum and bass, hip hop, ambient, jazz, and more recently psychedelic, epic prog and indie rock too.

Ninja Tune is quite simply a massive collective of passionate music listeners and collectors just putting out what they think sounds good. To learn more visit www.ninjatune.net.

ABOUT BIG DADA RECORDINGS:

Since the first few releases started trickling out in 1997, Big Dada has been at the forefront of hip hop's avant-garde, releasing music from the UK, Europe and the USA. The early years saw releases from Mike Ladd, Saul Williams, Abstract Rude, and the UK's hip hop visionary, Roots Manuva. Since the turn of the millennium, Big Dada has released full length albums by stateside artists Bigg Jus, King Geedorah (MF Doom) and Diplo, as well as new British acts Lotek HiFi, and France's brightest stars TTC. 2006 starts with the debut album from Baltimore bad boys Spank Rock and moves on from there.

"Most Progressive British Hip Hop label ever" - The Fader

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