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San Francisco, California and Basel, Switzerland

### **IRIS Distribution and Sonific LLC Announce Partnership to Promote IRIS Catalog to Blogs and Social Networks.**

IRIS Distribution and Sonific LLC announced a partnership today that will add tens of thousands of additional master recordings to Sonific's catalog for the purpose of being made available to the approx. 220 million Internet users that run blogs, have profiles on social networks, publish their own photos online or maintain personal websites.

Some of the participating labels represented by IRIS include: Chemikal Underground (Arab Strap, The Delgados, Mogwai), Duckdown Records (Boot Camp Click, Buckshot, Smif N Wessun, Sean Price), Ghostly International (Matthew Dear, Dabrye, Mobius Band), (K Records (The Blow, Modest Mouse, Beat Happening), Megaforce Records (Anthrax, Ace Frehley, Clutch, SOD), and Palmetto (Dr. Lonnie Smith, Javon Jackson, Lincoln Center Jazz Orchestra).

Sonific's recently launched SongSpots beta(TM) service has already attracted thousands of users in over 45 countries. SongSpots enables its users to create flash "widgets" that stream any track selected from its large database of music which now will include many IRIS distributed labels. Sonific's SongSpots service supports Blogger / Blogspot, eBay, Facebook, Flickr, Friendster, Google, Google Pages, Hi5, ILCU, LiveJournal, MovableType, Multiply, MySpace, NetVibes, Piczo, ProfileHeaven, SmugMug, Terapad, TypePad, Xanga, WidgetBox, and WordPress, API support includes Google Gadgets, Typepad, Terapad, Google Gadgets, Livejournal, WidgetBox and Wordpress. Many examples can be browsed at [www.sonific.com](http://www.sonific.com).

Gerd Leonhard, Co-Founder and CEO of Sonific, comments "IRIS has a great deal of really good music that can now be made available to a global audience of millions of people. The 'in-context' discovery of new, recommended music via thousands of blogs and social network sites is quickly becoming a crucial requirement for creating viral promotion campaigns, directly effecting increased download sales and driving revenues for many other music products and services, as well. We are delighted to team up with IRIS to bring their labels and artists into these new markets."

"We're very excited about our new partnership with Sonific," adds Bryn Boughton, Chief Marketing Officer at IRIS Distribution. "With their new distribution through Typepad and the ability to deep link directly to the digital retailer of our choice, we feel that Sonific offers a unique promotional opportunity, currently unavailable through any other channel."

#### About IRIS Distribution:

IRIS is the leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music and video catalogs. Founded in 2003, IRIS provides a comprehensive suite of technical, marketing and legal services to independent record labels and physical distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes a select group of top independent record labels including Big Dada, Burning Spear, Chemikal Underground, Coco Machete, Duck Down Records, Ghostly International, Gigantic Music, K Records, Kemado, Kranky, Le Tigre, Megaforce, Ninja Tune, Palmetto Records, Preservation Hall,

and Projekt to many digital retailers, mobile channels as well as video outlets. IRIS is based in San Francisco, California. For more information, visit [www.irisdistribution.com](http://www.irisdistribution.com).

#### About Sonific

Sonific's first product, SongSpots(TM), provides free music for use in blogs, personal homepages, photo sites and social networks. The company is based in the San Francisco Bay Area and was founded by Gerd Leonhard (Music-Futurist, Co-author of "The Future of Music" and noted Digital Music Entrepreneur) and Gunnar Ostergren (CTO), in 2005. Sonific is funded by a group of well-known angel investors. For more details visit [www.sonific.com](http://www.sonific.com) and [www.sonificblog.com](http://www.sonificblog.com).