



PRESS RELEASE

Music Intelligence Solutions, Inc. Announces Launch of uPlaya.com to Analyze Hit Potential and Promote Music for Artists and Labels Globally

uPlaya.com partners with American Songwriter to present the first Music Universe™ Contest for artists with high-potential music identified by patented Hit Song Science™ technology

San Francisco, CA – June 18, 2009 – [Music Intelligence Solutions, Inc.](#) (MIS), a global digital media company, today announced the launch of uPlaya.com (www.uPlaya.com) introducing the next generation of music analysis and digital promotion for artists and labels globally so that no great song goes unheard again. uPlaya democratizes the music industry by providing instant feedback on the hit potential of music for artists of all genres as well as enabling digital promotion services to increase marketing exposure across online communities such as Facebook and MySpace.

“As major record labels pull back on promotion for new artists, uPlaya provides a needed service by shining a spotlight on the songs of talented musicians from around the world who benefit from an objective validation of their work,” said [David Meredith](#), CEO of MIS/ uPlaya. “A strong Hit Potential Score coupled with uPlaya’s viral marketing tools can help level the playing field for the millions of artists working hard to break out,” added Meredith.

Artists evaluate their music by uploading it on the uPlaya website. The uPlaya service provides instant feedback on a song’s potential for commercial success through the newly released version 3.0 of the patent-approved [Hit Song Science](#)™ and [Music Universe](#)™ technology, which applies mathematical algorithms to analyze the underlying patterns of music.

uPlaya helps artists understand the hit potential of their songs within different markets and niches and includes targeted marketing features to help artists’ music gain visibility with audiences who like their sound. uPlaya provides a variety of promotional tools such as Album, Song, and Trophy-Case [widget applications](#) for artists to use across all major social networks and [music blogs](#).

uPlaya benefits established artists as well as new talent. Robert Lamm, legendary performing artist and songwriter with the iconic band Chicago and CEO of Blue Infinity Music, says “[We] use the latest, most cutting-edge technology, like uPlaya, to find the audiences most likely to have the taste and craving for specific music qualities, be they melodic, groove centric, or lyric driven.” Regarding the ability of Hit Song Science™ to help artists experiment with new sounds, Lamm added, “Musicians tend to want to constantly move into uncharted waters musically, so having an idea of

what may work, without completely baffling your audience, and based upon some science, brings a fresh objectivity to music projects.”

As part of the site launch, uPlaya and American Songwriter are co-sponsoring the [Music Universe™ Song Contest](#) to provide additional marketing exposure for uPlaya artists. American Songwriter, in its 25th year of helping artists improve the craft of music, will interview and profile the contest-winning uPlaya artist on AmericanSongwriter.com.

The *New York Times Magazine* previously included Hit Song Science™ in its annual “Year in Ideas: Bright Notions, Bold Inventions” issue and the Harvard Business School profiled Hit Song Science™ in a full case study that remains popular at top universities around the world.

About American Songwriter:

American Songwriter magazine is in its 25th year—continuing to cover every aspect of the craft and art of songwriting, from how and why artists give birth to their songs, to engaging and informative assessments of songwriting culture as a whole. The magazine provides in-depth interviews with up-and-coming, established and legendary songwriters; and interviews with publishers, producers, and A&R executives.

About Music Intelligence Solutions, Inc.:

Music Intelligence Solutions, Inc. (www.uPlaya.com) uses patent-approved technology to transform the Music Artist experience globally so that no great song goes unheard again. uPlaya services such as *Hit Song Science™* and *Music Universe™* enable proprietary music promotion, discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers performing artists, songwriters, fans, social networks, mobile subscribers, and leading media companies a powerful new way to create, experience, share, and discover music and visual media. Music Intelligence Solutions’ “intelligent systems” are a natural evolution of over a decade of research and development experience.

For more information, visit the company website at www.uplaya.com.

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Contact Information:

Media Inquiries:

E-mail: Press@uplaya.com

Phone: +1-973-353-8413

Reggie Dance

The RDPR Group

Business Development:

Music Intelligence Solutions:

E-mail: Info@uplaya.com

U.S. Contact: +1-912-232-1942

Europe Contact: Jimena Llopis +34 60 707 12 09