



uPlaya™ and MTV Present the Music Universe™ Talent Search

Hit Song Science™ Technology Utilized to Identify Next Generation of Music Stars

NEW YORK – OCTOBER 29, 2009 – [Music Intelligence Solutions' uPlaya](#) service, the leader in the field of digital music and media discovery, announces a campaign with MTV to launch an online talent search. uPlaya will search for new musical talent in all genres utilizing uPlaya's Hit Song Science™ technology, and the winner will be profiled on [MTV.com](#).

To enter the uPlaya Music Universe Talent Search, artists log onto [uPlaya.com](#) and submit their original music for analysis by the patented Hit Song Science™ rating system. The MTV editorial team will select the final winner. uPlaya will also provide a variety of promotional tools such as Press Kit, Album, Song, and Trophy-Case [widget applications](#) for contestants to use across all major social networks and [music blogs](#) to promote their music.

"MTV's track record for launching the careers of talented artists fits well with uPlaya's mission to help new artists get discovered," said [David Meredith](#), CEO of uPlaya. "The editorial evaluation and coverage from MTV for the winner provides the perfect complement to the promotional tools an artist gets by joining uPlaya."

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 Music Intelligence Solutions' uPlaya

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 discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers 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, including official contest rules, contest eligibility, and limitations on contest participation, visit the company website at [www.uPlaya.com](#).

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