



uPlaya Selected as Finalist for 2009 Innovation Award

The Creative Coast Recognizes uPlaya.com, Powered by Music Intelligence Solutions, Inc., for Demonstrating Bold Innovation

San Francisco, CA – September 30, 2009 – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service, the leader in the field of digital music and media discovery, was recently announced as one of the three finalists for the prestigious 2009 Innovation Awards presented by The Creative Coast.

The uPlaya.com service, powered by Music Intelligence Solutions, Inc., was selected for its patented technologies, [Hit Song Science™](#) and the [Music Universe™](#), which offer unique, digital promotion capabilities to music professionals across the globe.

An independent panel of expert judges narrowed down the nearly 100 applications and will ultimately select this year's top winner in innovation. The judges were chosen from the ranks of business and community leaders.

According to the Creative Coast Web site, the finalists were chosen "for creative or innovative development, program or application of technology ... and on how they adapt their business, products or services to meet market challenges."

"uPlaya's revolutionary services enabled the company to stand out in a crowded field of exceptional candidates this year," said Brynn Grant, Executive Director of the Creative Coast Alliance. "uPlaya's patented Hit Song Science technology improves prospects both for artists and record labels worldwide who strive for success in the digital age."

"Music Intelligence Solutions is honored to be selected as a finalist for the 2009 Innovation Award," said [David Meredith](#), CEO of Music Intelligence Solutions, Inc. "The Creative Coast focuses on businesses at the forefront of exciting, visionary trends, so we are pleased to earn their recognition."

Music Intelligence Solutions, Inc. will be featured at the second annual Creative Coast Innovation Awards on October 22, 2009.

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, visit the company website at www.uplaya.com.

About The Creative Coast Innovation Awards

The Creative Coast Alliance, whose mission is to "further the development of an innovation-driven economy," will host their second annual award ceremony this October. The Creative Coast is a 501(c) 6 organization dedicated to helping create and grow higher-wage, knowledge-based businesses.

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