

FOR IMMEDIATE RELEASE



uPlaya™ and Urban Lifestyle Media LLC Partner to Find and Promote Music Talent in the Hispanic Community through New Music Universe™ Contest

Hit Song Science™ technology utilized to identify next generation of music Stars to be promoted on Urban Latino magazine, radio and web properties

NEW YORK – September 21, 2009 – Today, [Music Intelligence Solutions' uPlaya](#) service, the leader in the field of digital music and media discovery, announced a partnership with Urban Latino (www.urbanlatino.com), the leading voice for the new generation Latino, to create a contest to help launch the careers of talented new artists. uPlaya will help choose the finalists for the contest through the use of its patent-approved [Hit Song Science™](#) technology which rates the hit potential of songs across all genres. Urban Latino's editorial staff will select the winner as well as offer editorial coverage, a profile on the homepage of its online site, air play on the Urban Latino radio channel as well as a performance opportunity at an upcoming concert/event.

To enter the contest, artists simply log onto uPlaya.com and submit their music via the [Contest page](#). The uPlaya/Urban Latino contest will feature three finalists and one grand prize winner. uPlaya will also provide a variety of promotional tools such as Album, Song, and Trophy-Case [widget applications](#) for contestants to use across all major social networks and [music blogs](#).

"We look forward to a mutually beneficial partnership with uPlaya where we can grow our audience base internationally and educate our readers while building awareness for uPlaya within the United States' exploding Latino community," says Thomas A. Harden, Editor in Chief of Urban Latino. "uPlaya's Hit Song Science technology is innovative and we look forward to creating an opportunity for unknown talent to be heard."

"uPlaya chose to partner with Urban Latino, one of the most influential magazines for Latinos in the United States for 15 years, to expand the global reach of our music promotion services across targeted print media, radio and web properties," said [David Meredith](#), CEO of Music Intelligence Solutions. "Latin American artists have made a major impact on the music industry and we look forward to playing a vital role in the launch of a talented new artist's career."

"Urban Latino prides itself on being at the forefront of emerging trends and discovering the best new talent within our community," said Jorge Cano-Moreno, Publisher/Founder of Urban Latino. "Our partnership with uPlaya allows us to utilize innovative technology like Hit Song Science™ and Music Universe™ to help gain recognition for a talented new artist with the potential to become a household name."

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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 Urban Latino

The focus of Urban Latino is the Latino experience in this country, viewing all sides of our story. Our writers and contributors are individuals who have lives and experienced this diverse culture. Through their essays, columns, illustrations, and photos, we showcase the achievements of our community.

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