



FOR IMMEDIATE RELEASE

## **uPlaya™ and AllHipHop.com Partner to Find and Promote Music Talent in the Hip Hop Community through New Music Universe™ Contest**

***Hit Song Science™ Technology Utilized to Identify Next Generation of Music Stars to be Promoted on AllHipHop.com, Radio and Web Properties***

**NEW YORK – September 28, 2009** – Today, [Music Intelligence Solutions' uPlaya](#) service, the leader in the field of digital music and media discovery, announced a partnership with AllHipHop.com, the premiere web site for the Hip Hop community. Through the agreement, uPlaya and [AllHipHop.com](#) will create a contest to help launch the careers of talented new artists. uPlaya will help choose the winner and three 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. AllHipHop.com's staff will select the winner as well as offer editorial coverage and air play on the AllHipHop.com radio channel.

To enter the contest, artists simply log onto [uPlaya.com](#) and submit their music via the [Contest page](#). The uPlaya/AllHipHop.com 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](#).

"AllHipHop is the most respected Hip Hop portal on the Internet today," said [David Meredith](#), CEO of Music Intelligence Solutions. "Hip Hop represents a global community that includes talented new artists from around the world and the combination of AllHipHop and uPlaya will provide exposure and recognition for their talents."

"uPlaya's patented Hit Song Science™ and Music Universe™ services identify the most talented Hip Hop artists from around the world which expands AllHipHop's brand and exposes our audience to emerging trends within the Hip Hop culture," said Chuck Creekmur, CEO of AllHipHop.com. "Our partnership with uPlaya represents an innovative approach to breaking new talent in the Hip Hop community globally."

*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

~ MORE ~

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](http://www.uplaya.com).

### **About AllHipHop.com**

For 11 years now, AllHipHop.com has been the #1 online destination for Hip-Hop news, reviews, rumors and industry insights. AllHipHop.com is the world's most visited Hip-Hop/urban website and attracts an average of 5 million visitors per month. AllHipHop.com is the brainchild of "Grouchy" Greg Watkins and Chuck "Jigsaw" Creekmur. The website was launched in 1998 and has become the premier Hip-Hop/urban news provider on the web. The site features daily updates, interviews, industry rumors, reviews and an active community, sharing news and views of their own. Sources as varied as CNN, The Associated Press, The O'Reilly Factor, XXL Magazine, VIBE and the New York Daily News all regularly use AllHipHop.com's pages. Since 1998, the site has also been an innovator in the mobile field, delivering daily news alerts to over 200,000 music industry taste makers and Hip-Hop lovers' phones and emails. AllHipHop is continuing to be on the cutting edge of mobile, with a popular WAP site and soon to be launched iPhone application. The independently owned site has grown organically and reached a place where it rivals several of the top sites on the Internet, including BET.com, [MTV.com](http://MTV.com) and others. With AllHipHop Week, AllHipHop.com was the first urban site to expand its reach outside the Internet.

###

### **Contact Information**

#### **Media Inquiries:**

Reggie Dance  
The RDPR Group  
[Press@uplaya.com](mailto:Press@uplaya.com)  
+1.973.353.8413

#### **Business Development:**

[Info@uplaya.com](mailto:Info@uplaya.com)  
U.S. Contact: +1-912-232-1942  
Europe Contact: Jimena Llopis +34 60 707 12 09