



## **Music Intelligence Solutions, Inc. Recognized as a Top Innovative Company by La Red Innova**

***uPlaya.com honored as one of 15 companies selected for innovation, creativity and scalability***

**Barcelona, Spain – June 14, 2010** – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service, a leader in the field of digital music and media discovery, was recently selected to present at the second annual [The Startup Competition](#) presented by La Red Innova, an organization created by entrepreneurs to foster creativity and innovation in business.

[uPlaya.com](#) is one of fifteen finalists chosen from more than 400 entries from multiple countries. Each of the finalists will present June 14-15 in Madrid at [La Red Innova](#) to an audience of investment capitalists and technology professionals.

The criteria for selection was based on innovation, creativity and potential for success, which was determined by looking at several characteristics within the company including leadership, knowledge of the business and its challenges, solidarity of the team, opportunity in the market, competitive advantages and scalability. An esteemed panel of judges will select the top three innovators.

“Since Music Intelligence Solutions’ uPlaya service has customers in over 100 countries around the world, we’re honored to be recognized for our global scalability and reach by La Red Innova and Endeavor, organizations both known for nurturing innovation and creativity,” said [David Meredith](#), CEO of Music Intelligence Solutions/ 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, visit the company website at [www.uplaya.com](http://www.uplaya.com).

#### **About La Red Innova**

La Red Innova is the No. 1 community in innovation, technology and entrepreneurship. Opinion leaders, entrepreneurs, managers, investors, academics, bloggers and members of government meet to share experiences, ideas and projects. La Red Innova was founded through the initiative of entrepreneurs on both sides of the Atlantic and has already consolidated its role as an international reference point on the prestigious innovation conference circuit that takes place in Europe: SEEDCAMP (London); LEWEB (Paris), SIME (Stockholm) and DLD Conference (Munich).

#### **About Endeavor**

The aim of the Endeavor Foundation is to encourage entrepreneurship in emerging markets through various initiatives to support entrepreneurs. The Endeavor Foundation selects entrepreneurs who lead working companies that are innovative and have a high growth potential. It helps to strengthen them providing knowhow and access to a network of experts, volunteers and investors. Endeavor contributes to national development through the promotion of entrepreneurial culture.

#### 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