



uPlaya Wins First Place in Competition Based on High Growth Potential

Major technology and venture capitalist organizations recognize creativity, scalability and innovation of uPlaya service

Barcelona, Spain – June 28, 2010 – [Music Intelligence Solutions, Inc.](#)'s [uPlaya](#) service, a leader in the field of digital music and media discovery, earned first place in the second annual The Startup Competition presented by [La Red Innova](#), an organization created by entrepreneurs to foster creativity and innovation in business.

[uPlaya](#)® was selected as the top company for innovation and creativity in business out of more than 400 entries from multiple countries. As one of fifteen finalists, uPlaya presented its unique offering on June 14 and 15 in Madrid at La Red Innova to an audience of more than 1,000 investment capitalists and technology professionals. A panel of esteemed judges determined uPlaya.com to be the top company at the event and awarded Music Intelligence Solutions, Inc. first place.

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.

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 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.

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