



**FOR IMMEDIATE RELEASE**

**Louise Broderick Named Senior Vice President, Client Services at HFA**

New York, September 20, 2012: HFA, the leading provider of rights management, licensing and royalty services for the music industry in the US, has appointed Louise Broderick Senior Vice President, Client Services. Previously Vice President, Finance, Broderick will report directly to Gary Churgin, President & CEO of HFA.

Since joining HFA in 2001, Broderick has been central to the transformation of HFA as it has evolved its business platform to support a full suite of rights management services. She has been a significant contributor to the company's business planning and has been instrumental to the success of several high profile company projects and process redesign initiatives that have directly impacted HFA's client base. Broderick has supported many clients in order to address their customer service needs and her understanding of HFA's business environment and systems capabilities have made her a valued client partner.

Prior to joining HFA, Broderick held positions of increasing responsibility at Arista Records, Warner Communications and other media-related companies, including VP of Finance and Administration at both GRP Records and Chameleon Music Group. In her varied roles, she was responsible for both financial and general management with a focus on the design and implementation of business planning and control systems.

"I am confident that Louise's many long-standing industry relationships, as well as her deep knowledge of HFA, will benefit our clients and our evolving client services to better serve their needs" stated Churgin.

**About HFA**

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. Slingshot, HFA's rights management service offering, includes a suite of information management and technology solutions designed to simplify and facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member and Board member of the Digital Data Exchange (DDEX). Additionally, for the past four years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit [harryfox.com](http://harryfox.com) and [hfaslingshot.com](http://hfaslingshot.com).



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*Contact:*

HFA

Dalita Keumurian

Director of Marketing & Communications

(212) 922 3297

[hfapress@harryfox.com](mailto:hfapress@harryfox.com)