



**FOR IMMEDIATE RELEASE**

## **HFA's Trebino Elected SIM NY President**

New York, March 2, 2012 – The Harry Fox Agency, Inc. (HFA), the nation's leading provider of rights management, licensing, and royalty services for the music industry, announced today that Louis Trebino, Jr. has been elected President of the New York chapter of the Society for Information Management (SIM), a global organization of top senior Information Technology professionals. SIM, highly regarded as the premier network for IT leadership, is a community of thought leaders who come together to share experiences and intellectual capital, as well as explore and shape future IT direction.

Trebino is Chief Information Officer (CIO) of HFA and oversees HFA's Information Technology and Client Services departments. His information technology focus includes defining, implementing, and maintaining the systems that support HFA's ongoing licensing, collections and royalty distribution activities. In his role, Trebino guides HFA's technology trajectory to keep pace with copyright legislation as well as next generation music consumption models and drives the architecture of HFA's expanding rights database. In addition, as head of Client Services, Trebino leverages his expertise in technology to ensure client satisfaction through the development of products and services designed specifically to meet client needs as they navigate the dynamic and ever-changing music marketplace.

Trebino's significant contributions to HFA's technological advancements include earning the company a ranking in the top 250 on the *InformationWeek 500: Relentless Innovators* list three years in a row. He also sits on the board of the Digital Data Exchange (DDEX), an international organization which defines and implements solutions for the standardization and exchange of digital data between trading partners.

"HFA congratulates Lou on this prestigious position with SIM NY and is proud of his achievement," stated Gary Churgin, President & CEO of HFA. "Lou's vision and versatility as an IT leader have shaped HFA's technology innovation and he is instrumental to HFA's major technology initiatives as we continue to evolve to meet the demands of the marketplace. I'm confident he will bring to SIM the same stellar degree of leadership and insight he brings to HFA's executive team."

"Discussing ideas and experiences with SIM's network of technology leaders has proven to be an outstanding resource for me. I've had the opportunity to share my successes and learn from others, which enables me to create new ideas and strategic initiatives that continue to drive HFA as a leader in the rights management space," said Trebino.

Prior to joining the HFA team in July 2006, Trebino worked with the organization as a consultant from BearingPoint. Before that, Trebino held various key positions at leading global providers of telecommunications network software and services including Telcordia Technologies and Verizon. Trebino has a B.S. from Montclair State University in Business Administration and Accounting, with a minor in Spanish.

## **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 three years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit [harryfox.com](http://harryfox.com).



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