



FOR IMMEDIATE RELEASE

HFA Facilitates Publisher Outreach for Music Recording Platform, Pure Solo

New York, July 23, 2014: HFA, the music industry's foremost provider of rights management services, has been retained by Pure Solo, Ltd. to facilitate its direct licensing efforts. HFA will tap into its deep ties to the music publishing community to offer Pure Solo's direct licensing opportunity to publishers.

Pure Solo, a music recording platform that supports both web-based and mobile applications, allows users to record themselves singing or playing over a backing track while simultaneously viewing on-screen lyrics, sheet music and tablature. Recordings may also be shared on social media platforms.

HFA, part of the music publishing industry since 1927, has extensive publishing relationships that extend beyond its affiliated music publishers and is uniquely positioned to facilitate a publishing community-wide outreach. Historically known for providing licensing opportunities only to its affiliated music publishers, HFA has expanded this service to include the whole of the publishing community as part of Slingshot, its rights management service.

"Slingshot was created to simplify the licensing process for music distributors so that publishers and ultimately, songwriters, are compensated," said Lauren Apolito, Vice President of Strategy & Business Development at HFA. "We are pleased to facilitate Pure Solo's efforts to work with the publishing community."

Pure Solo COO John Thirkell said, "As musicians and writers ourselves, we care very much that the creative people are compensated for their work and to have HFA help us secure the licenses we need to broaden our catalogue has been invaluable."

About HFA

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 48,000 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 of the Digital Data Exchange (DDEX). Additionally, for the past five years HFA has been recognized by *Information Week* on its Top 500 Relentless Innovators list. For more information about HFA visit harryfox.com and hfaslingshot.com.



Songfile, eMechanical and eSong are registered trademarks of The Harry Fox Agency, Inc., all rights reserved.

Contact:

Dalita Keumurian, Senior Director of Marketing & Communications

(212) 922 3297

hfapress@harryfox.com