

## **Play MPE® Posts Record Numbers in 2007; Delivers Over 90 Times More Tracks Than Alternative System Since 2004 Launch**

*Radio & Record Industry Standard Cements Dominance in US Market While Expanding Into Canada, Australia, New Zealand and Sweden*

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Destiny Media (DSNY.OB) announces record numbers in users and deliveries this year for its Play MPE™ digital distribution system as 2007 draws to a close. The past year has served to cement Play MPE™ as the radio and record industry standard for digital delivery, statistically proving what the industry has known for years.

Play MPE™ continued to lead the way during the ongoing transition within the music industry from physical CD distribution to streamlined digital distribution, posting increases across the board in user numbers, downloaded tracks, songs in the system library and tracks delivered. Play MPE™ users jumped from 11,500 in 2006 to 19,500 in 2007 while tracks downloaded exploded from 700,000 to 2,000,000 – an increase of 185%. The Play MPE™ song library more than doubled in 2007, expanding from 32,000 to over 67,000 tracks. Possibly the most telling statistic for the success of the system is the astounding gap between Play MPE™ and the closest comparable system, with Play MPE™ delivering 92 million tracks since launch and 60 million in 2007 compared to just one million from the other system.

2007 was also a year of expansion geographically for Play MPE™, with three new territories coming onboard. Canada launched this past spring and the continent of Australia, and New Zealand were added just recently in early December. Additionally, Sweden is actively using the system. Play MPE™ also experienced expansion in markets related to the recording business, with a jump in distribution to journalists for album reviews, an increase in marketing-centric distribution items and raised usage of targeted advertising.

In staying ahead of the curve and to meet the expanding requirements of its user base, Play MPE™ made key upgrades to its technology in the past year, revamping key components within the system and enhancing the service offering. The Play MPE service has expanded beyond distributing pre-release music to radio stations. It is now being utilized at the other departments at the major record labels, including media and publicity, film, television and music supervisors. The system is also being utilized for online and print marketing, sales and international distribution.

The Play MPE™ encoder has been upgraded to enable faster uploads and increased speed in addition to enabling direct to web delivery options. Destiny Media has updated its MPE™ software to reflect the new operating systems that have come onto the market for both PC and Mac users, with Windows Vista and Mac OS Leopard patches.

“2007 has been a year in which we have been able to distinguish our system and put a large distance between Play MPE™ and the rest of the pack,” said Dean Ernst, VP of Play MPE™ Operations. “The exponential growth of the system, new markets and expanded use of the MPE® peripheral services, including marketing, advertising and video delivery are excellent indicators of how successful Play MPE™ has become. 2007 was the year that we truly became the industry’s standard.”

With more than 19,500 users and 67,000 songs from more than 1,000 record labels, Destiny's Play MPE™ system is the most widely used digital distribution system available to the recording and radio industries.

Destiny Media Technologies' Play MPE™ system features state-of-the-art encryption to protect content while delivering high definition audio to users in radio, marketing and media. Not only is Play MPE™ a powerful secure distribution system but it is also a strong promotional tool, as record companies can embed video, text and graphics into the Play MPE™ system, including music videos, CD covers, credits, lyrics, promotions, and other content. More information on Play MPE can be found at [www.plaympe.com](http://www.plaympe.com)

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