

## **Shooting Star Picture Company to Represent Destiny Media Products In Australia and New Zealand**

*Play MPE to be added to D-Star Offering*

December 5, 2007

Destiny Media (DSNY OTCBB) is pleased to announce that Sydney-based Shooting Star Picture Company will be representing the Clipstream™ and MPE™ product lines in Australia and New Zealand. The addition of Play MPE™ to Shooting Star's digital delivery service, D-Star will enable radio stations and media partners across Australia and New Zealand to simultaneously access a growing database of secure, instantly downloadable music. D-Star is currently used for the digital delivery of broadcast video assets.

"Shooting Star is one of Australia's leading production companies, serving both the entertainment industry and the corporate market," comments Steve Vestergaard, CEO Destiny. "The D-Star solution is already in use for promotional asset distribution by the major record labels and Shooting Star's expertise and relationships are well suited for providing local support for both of our product lines. We look forward to working together."

Shooting Star directors Peter Skillman (CEO) and Janelle Mason are thrilled to have the support and development expertise of Play MPE behind the expansion of D-Star. "The time is right," says Peter. "Australians have traditionally been rapid accepters of new technology and Play MPE perfectly complements our D-Star product."

In regular use by over one thousand labels since launch in October 2004, Play MPE™ has proven itself the US standard for digital delivery of pre-release music to radio. In April, Destiny announced an intent to make Play MPE™ a global standard, with an initial expansion of the service into Canada. Since then, testing of the system has begun in Europe and Asia.

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