

For Immediate Release

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TouchStand™ Media Kiosk Debuts in Retail Stores Across the U.S.

*Web-Enabled In-Store Media Kiosks Offer Digital Audio Content,
Product Information, Consumer Data Mining, Point-of-Sale Purchase Options and More*

April 5, 2004 – Denver, Colo. – Synergy Media Group (SMG) today announced the next generation of media kiosks developed specifically for retailers. TouchStand is the only web-enabled, in-store media kiosk available today that offers retailers and their customers digital audio clips from more than 3.2 million songs, retailer-defined top seller lists, in-depth content searches, consumer data mining, e-mail and mailing list management, labor-free point of sale, and automatic content updating in one integrated package that is branded with the retailer's marketing.

"As an independent retailer, Twist and Shout is committed to providing new ways to add value for our customers who crave a dynamic shopping experience and a fast, easy way to find the information they need to make an informed music purchase," said Paul Epstein, founder and owner of Twist and Shout in Denver, Colorado. "TouchStand Media Kiosks provide compelling music samples and album and artist information to in-store customers. This enables our store personnel to spend more time providing personalized services and expertise to our customers. I also believe TouchStand offers an amazing pipeline to the future with the possibility to interface with portable devices, burn CDs on demand and offer instantaneous point of sale."

The sleek, sophisticated TouchStand Media Kiosk integrates a variety of proven and valuable features that had previously only been available as standalone offerings. "We actively sought input and ideas from some of the country's leading music retailers and then designed a unique product that meets their growing needs", said Michael Fitts, CEO of Synergy Media Group and co-creator of TouchStand. "TouchStand was developed by integrating our company's technological capabilities and music industry knowledge with the unique products and services of leading companies such as Loudeye Corp.™, Muze™, Apple™, and SonicWALL™."

TouchStand's digital audio content is powered by Loudeye Corp. and offers over 3.2 million high quality song clips, allowing customers to listen before they buy. TouchStand's comprehensive music database comes from Muze, Inc. and offers more than 260,000 titles and detailed information about artists, genres and record labels. The TouchStand Media Kiosk runs on Apple's reliable and stable OSX operating system and stylish eMac computer with a full color 17" touch screen. TouchStand's wireless network connection to the internet is secured by SonicWALL's proven encryption technology.

"TouchStand is an important product for connecting consumer experiences between the physical and digital media worlds, and driving value for brick and mortar retailers," said Jeff Cavins, Loudeye's President and Chief Executive Officer. "By leveraging the scalability and flexibility of our digital media solutions, Synergy Media Group was able to rapidly integrate

digital audio content into their product and deliver millions of music clips wirelessly to TouchStand Media Kiosks around the country.”

“Muze is constantly looking for innovative, new ways to help retailers drive commerce, and we’ve been a huge advocate of the reach and value of in-store media solutions for more than a decade,” said Paul Zullo, CEO of Muze. “Synergy Media Group has taken in-store media kiosks to the next level with streaming audio music samples and point-of-sale capabilities. The TouchStand Media Kiosk is a truly creative resource for retailers looking for a unique new way to compete and differentiate themselves.”

TouchStand Media Kiosks are available today and are currently onsite at over two dozen retail stores throughout the country, including Independent Records and Video in Colorado Springs, Colorado; Twist and Shout in Denver, Colorado; Waterloo Records in Austin, Texas; and other members of the Coalition of Independent Music Stores (CIMS), the Alliance of Independent Music Stores (AIMS), and Music Monitor Network group of stores.

“Today’s entertainment media retailers are feeling the pressure from fierce competition in the marketplace, the need to diversify and expand their revenue streams, as well as the uncertainties of the still-evolving field of digital downloading,” said Michael Fitts. “TouchStand gives retailers a unique and invaluable tool that provides an immediate return on investment with increased sales and the ability to offer consumers a virtually limitless warehouse of entertainment products.”

TouchStand Media Kiosks are competitively priced and include all costs associated with system hardware; all necessary software licenses; three years of Muze content; three years of Loudeye digital audio clips; on-site installation; training and support; and a comprehensive three-year warranty. Contact TouchStand for detailed pricing information.

About Synergy Media Group (SMG)

Synergy Media Group has been providing the media and entertainment industry with innovative approaches to promotion, marketing, distribution and retail technology since 1991. SMG’s team of professionals brings extensive experience in all areas of the music industry, including retail, distribution, major and independent label management, radio promotion, press and publicity, marketing, Internet services, database management and cutting-edge technology product development.

To learn more about TouchStand, visit www.TouchStand.com or call toll free (877) 277-6205. To learn more about Synergy Media Group, visit www.SynergyMediaGroup.net.

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