

FOR IMMEDIATE RELEASE

SYNERGY MEDIA GROUP'S TOUCHSTAND™ MEDIA KIOSK BRINGS NEW VIDEO FEATURES TO RETAILERS

*Web-Enabled In-Store Media Kiosks Designed to help
Retailers Better Serve Their Customers in a Digital Age*

Denver, Colo. – July 15, 2004 – Synergy Media Group (SMG) today announced that it would be previewing new features, to be released this September, in its innovative TouchStand Media Kiosk designed to help video retailers better serve their customers in a digital age at the VSDA's Home Entertainment 2004 in Las Vegas. In addition to all of the features currently available on the system today, TouchStand will offer entertainment retailers and their customers a database of hundreds of thousands of movie titles; flexible searches by title, actor, director, studio or category; in-depth title information; and thousands of streaming movie previews.

"TouchStand is committed to delivering solutions that meet the immediate and long term needs of retailers as consumers look to access their entertainment products through digital channels," said Michael Fitts, CEO of Synergy Media Group and co-creator of TouchStand. "TouchStand offers shoppers a powerful in-store discovery tool which helps them preview and purchase both new releases and past catalogue, while at the same time building digital relationships between them and the retailer. This is critical to the continued success of entertainment retailers as they respond to the expanding expectations of shoppers and the opportunities created by digital media."

The TouchStand Media Kiosk features the ability to interactively search over 187,000 movies, through its relationship with Muze Inc., the leading provider of entertainment product content, and show over 6,000 previews. TouchStand also allows consumers to scan in-store products such as DVDs directly by their barcode and access all related information in the database including movie previews. The retailer can also create Featured Title lists on TouchStand that direct shoppers to new releases, staff favorites or any other group of products. Using the built-in receipt printer, consumers can also print out orders for out of stock items without the need of help from a store clerk. TouchStand also offers retailers a unique ability to gather market and consumer data that can be used as a research and reporting tool to better understand their customer's browsing and buying habits.

Touchstand Media Kiosks are available today directly from Synergy Media Group. Synergy Media Group currently has over 50 TouchStand Media Kiosks deployed primarily with music retailers including members of the Coalition of Independent Music Stores (CIMS), the Alliance of Independent Music Stores (AIMS), and the Music Monitor Network group of stores.

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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