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**SonicSwap Integrates Yahoo! Music Into its Video Programming
Delivers Access to the Largest Catalog of Artist Videos Available on the Internet
with Highly Personalized Programming**

(Palo Alto, California, October 21, 2009) – SonicSwap just launched a new line of music video players that search and integrate programming from Yahoo Music’s video library as well as YouTube’s music video library. By combining these video sources, SonicSwap now delivers the largest and most complete combined catalog of artist videos available on the Internet. The players do a dynamic search of both video sources to deliver programming for a much broader set of artists including Warner video content (via Yahoo Music), other exclusive content and live performances.

“With Yahoo’s Music Videos integrated into our existing video players we now deliver the most complete programming of artist videos available on the Internet. Our playlist processing helps us personalize the Yahoo! Music video experience to provide far more engaging programs that members watch longer and enjoy more,” said Dan Skilken, founder, President and CEO of SonicSwap, Inc. “By combining the search of multiple video sources, and tailoring the music video program for each user, we now deliver the best music video service ever developed.”

“In order to deliver the most complete music video service, multiple websites have to be sourced. No single site has a complete catalog because of exclusive arrangements, disputes based on royalties that remove content, and the proliferation of user generated content,” said Ted Cohen, founder of TAG strategic. “When you combine searches of multiple music video sites into a contiguous video program, you can deliver a much more satisfying user experience and a more complete catalog of artists.”

The user experience starts with a member’s own iTunes playlists, their friends’ playlists, or custom generated playlists based on their favorite music. Next, SonicSwap’s unique technology and architecture uses specialized Flash players that search and match video requests from the playlists on the user’s local machine. The players search both the Yahoo! Music site and YouTube simultaneously to find the best videos. Members can post these players directly on their Facebook profile to share their playlists with friends. The personal music video experience, generated from analysis of the member’s own iTunes data, helps users find videos they will like and results in longer, more engaged viewing, with more effective advertising.

ABOUT SONICSWAP:

SonicSwap delivers solutions that enable online music websites to deliver more personalized music, entertainment and shopping experiences, by helping them connect to their users’ favorite music in iTunes. SonicSwap’s website is a social music video platform built directly on iTunes, featuring automated analysis of a member’s favorite music. Members automatically post and share music playlists, and applications convert them to video playlists of original and live music tracks. The direct connection between iTunes and the website keeps music tastes and on-line video playlists constantly in-sync with day-to-day listening habits. SonicSwap is the first to achieve this level of integration with any on-line music player, in a manner that is scalable to millions of members. SonicSwap offers ways to introduce new music and advertising in a highly targeted and customized manner for each member. For more information, please visit <http://www.sonicswap.com>.

For more information contact:

Sarah McMullen, McMullen & Company Public Relations
(310) 283-7907 • smcmullen@earthlink.net

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