



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:
Dan Skilken (SonicSwap, Inc.) 650-391-9572

SonicSwap Announces the First Social Platform Built Directly on iTunes Provides Playlist Sharing and Legal Access to Music Anywhere

(Palo Alto, California, October 6, 2008) – SonicSwap (www.sonicswap.com) announced today that it has launched the first social platform for playlist sharing - build directly on iTunes. The SonicSwap website lets members upload and store their entire iTunes playlist collection on the site in under a minute. Because of the tight integration with iTunes, playlists do not have to be recreated by hand on the site. Analysis software automatically builds a music profile of favorite genres and artists based on what members listen to on iTunes and their iPod. They can view what's in their friends' iTunes collections and find new playlists they can play.

Tight integration with iTunes automates the process of posting playlists and keeps web posted playlists automatically in sync with the original in iTunes. This lets members post dynamic or smart playlists like genius playlists, recently played, or top played favorites that are automatically updated whenever they are changed in iTunes. SonicSwap calculates a member's top artists, genres and tracks over the last 90 days to generate a dynamic music profile with a tag cloud of their favorite artists, and special playlists of their favorite music.

Playlists can be legally shared and played with flash widgets anywhere because no music is uploaded in the process. Tracks are automatically matched with music videos on YouTube, adding new entertainment dimensions to their music collection. No subscription is required, and there is no limit to the number of tracks that can be played, or how often a track can be skipped. When members find a playlist they like, they can download it to iTunes and any tracks they own will automatically be added to the playlist. When they find tracks they want to buy, a quick click connects them to leading online retailers.

"We built this music discovery site because we believe the greatest way to find new music is to see what your friends listen to in their music collection. Playlists, like custom mix CDs, are the perfect way to share your favorite music with friends," said Dan Skilken, SonicSwap founder and CEO. "The tight integration with iTunes is critical to maintain a link to what members are really listening to, and to eliminate the hassles of recreating track listings by hand." The website is available now, and member accounts are free at www.sonicswap.com.

With automated analysis of a member's favorite music, SonicSwap offers the music industry a great new way to introduce music in a highly targeted and customized manner for each member. SonicSwap is the first website to achieve this level of integration with any on-line music player, and do it in a manner that is scalable to millions of members. Applications analyze iTunes playlists to convert them automatically to video playlists of original and live music tracks, allowing anyone to legally play their music anywhere. SonicSwap.com is built by a team of music lovers in Palo Alto, CA. For more information, please visit www.sonicswap.com.

###

SonicSwap is a trademark of SonicSwap, Inc. - YouTube is a trademark of Google, Inc. - iTunes is a trademark of Apple Computer, Inc. - Flex, Flash, and Actionscript are trademarks of Adobe, Inc.