

For Immediate Release

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PRESS RELEASE

Elias Arts Introduces New Media Initiatives at Cannes Lions Festival 2007

Interactive Showcase Redefines Mobile Content, Environmental Sonification and Web Radio

New York, NY, June 14, 2007: Elias Arts Holdings LLC, www.eliasarts.com, the world's most awarded commercial music company today announced plans to highlight several "new channel" initiatives including transmittable audio branding through mobile content, environmental sonification through directional speaker technology, and Web Radio at the Cannes Lions Festival, June 18-23, 2007. As exhibitors in the Content Showcase arena, located at the Palais des Festivals, Elias Arts will create an interactive, user friendly arena at booth #10.04 and demonstrate the utilization of music and sound across a variety of new and non-traditional consumer touch points.

Elias Arts, in partnership with Paris-based tech firm Kameleon and Chicago-based marketing firm Undisclosed Location, are showcasing MobiZone, a technology that allows one-click opt-in to multimedia content. This technology will enable consumers to "make themselves discoverable" by opening the Bluetooth function on their mobile devices and "opting-in."

When they do, participants will be able to download a variety of "handy and useful" language lessons designed for the Cannes Lions Festival (in English to Spanish, French, Italian and German), plus customized and proprietary ring tones created by Elias Arts. Each downloaded message will also have an audio ID tag designed by Elias Arts, the only music agency that, in addition to an in-house roster of renowned composers, employs a staff of brand strategists and marketing gurus who have devised a process that creates 360-degree Audio Identity systems.

Scott Cymbala, Senior Vice President of Elias Arts in charge of New Channel Development, comments, "Mobile technology has the potential to deliver compelling and value oriented content to the consumer both at the point of sale and out of home applications. Elias Arts and Undisclosed Location are companies that understand big brands and digital consumers. Together we create strategic solutions that deliver." Martin Pazzani, CEO of Elias Arts adds "These new mediums are natural extensions of our deep experience

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in brand-based music and sound. By merging audio content and technology we offer brands *and* advertisers a new and innovative opportunity to reach consumers with consistent music and sound across multiple touch points, which is a superb way to extend a brand's reach and its awareness."

In addition to the transmittable communication through mobile devices portion of the exhibit, Elias Arts will also showcase environmental sonification through directional technology utilizing a state of the art speaker system that actually has the ability to generate "sound spots" that effectively create powerful brand audio experiences in a retail setting. "Retail applications of brand based audio are a leading edge area of experiential marketing that will get a lot more attention from marketers in the future" adds Pazzani.

Finally, visitors to booth #10.04 at the Palais des Festivals in Cannes will be able to download the RadioElias player providing 24/7 access to Elias Arts' very own web radio. Elias Arts Web Radio features two channels created and programmed by Nic Harcourt of KCRW "Morning Becomes Eclectic" fame and Elias' head of Music Supervision, as well as two additional channels featuring Chris "CC" Campanaro and Kenny "Ken Can Cook" Segal, artists from Elias' "fifteen2thirty" team, a loose group of composers with sensibilities in the youth and urban market. CC's band Soccer Mom is recorded live on channel #2 and Ken Can Cook, who will be releasing a CD/DVD this summer on Project Blowed/Deconstruction Records, appears on channel #4.

About Elias Arts

For 27 years Elias Arts has used the emotional power of music and sound to launch, grow and reposition the most recognized brands and companies around the world. They have worked with well over 700 of the Fortune 1000 companies and helped to turn numerous startups into everyday brand names. With offices in Los Angeles and New York, and a renowned roster of gifted composers, producers, and marketers, they are the maestros of using music as a powerful integrated marketing tool and brand builder.

With a music supervision department headed by KCRW's tastemaker-extraordinaire Nic Harcourt, a roster of Featured Artists that includes The Pixies' Joey Santiago, and the talented in-house composers assembled and mentored by famed composer Jonathan Elias, Elias Arts is in a class of its own.

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