

FOR RELEASE MONDAY MAY 6, 2013:

Mobile music subscription launched by Neurotic Media

White-label service allows mobile carriers to bundle music with data plans, increasing ARPU, reducing CHURN, and growing competitive engagement

Atlanta, GA – May 6, 2013 – Neurotic Media, a leader in digital entertainment services that empower brands to influence consumer behavior and drive revenue, today announced the launch of its unlimited music access service, “Amplified Unlimited.” The service provides subscription-based access to conditional music download catalogs from major and indie record companies. The offering uses fully-native Android applications that carriers may pre-load on Android devices or offer for installation at any time. This enables mobile carriers to launch exciting music offerings as value-add services for LTE and 4G subscribers - a fast growing constituency for mobile carriers this year. Each participating carrier can custom-brand the application for its unique target audience. Carriers can each develop a unique data plan bundle for their post-paid subscribers, as well as sell the music subscription separately to their pre-paid subscribers. Neurotic Media handles all back-office clearinghouse functions, licensing and reporting, and all related technologies.

“Amplified Unlimited provides carriers with a great tool for acquisition, retention, and CHURN reduction” says Shachar Oren, Neurotic Media’s CEO. “It helps mobile carriers grow their subscriber base competitively, increase their average revenue per user (ARPU), and capture lost revenue by participating in the marketplace that their networks are enabling. We look forward to announcing our initial deployments this month.”

Participating carriers’ subscribers will enjoy multiple service benefits, starting with access to millions of song downloads over WiFi and data plans, and playback on smart phones supported through the designated carrier app. The available catalog includes all major labels as well as leading independent music aggregators. The service includes preview and discovery services with recommendations integrated throughout. No credit card is needed, since the service cost is included in the subscriber’s phone bill. Since the subscription offers access to downloadable files, the music is accessible on each device anytime, anywhere, with no buffering issues – even when subscribers go on a long vacation. The service is also a great way for parents to budget and ration music consumption for their children.

About Neurotic Media:

Neurotic Media is a leading digital music private-label service provider whose platform and services offer proven ways to drive consumer behavior and increase revenue using online, mobile and social digital distribution and promotion tools. Neurotic Media is licensed by both major and independent record companies, and takes care of all back-office functions for client brands in a turn-key, Software as a Service (SaaS) solution. The company offers private-label hosted solutions, applications, and API services to mobile carriers, online retailers, and various

consumer brand marketers who seek to drive consumer behavior with the universal power of artists and songs.
For more information, visit us at www.neuroticmedia.com.

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