

## **Puretracks Announces New DRM-Free Mobile Music Store for the BlackBerry Platform**

*“Sneak Peek” of AAC/AAC+ mobile music service to be unveiled March 12 at SXSW event in Austin, with full launch at CTIA Wireless in April*

**(Toronto, Canada - March 10, 2008)** Toronto-based [Puretracks](http://Puretracks.com), a leading North American digital music provider that partners with Universal, Sony BMG, Warner, EMI, and independent labels worldwide, has developed a new DRM-free mobile music store and service for BlackBerry® smartphones from Research In Motion (RIM) (Nasdaq: RIMM; TSX:RIM).

The Puretracks Mobile Edition music store for BlackBerry, built in conjunction with handset development partner Magnet Mobile Media, will work with all BlackBerry® Pearl™, BlackBerry® Curve™ and BlackBerry® 8800 series smartphones. It is a next-evolution digital music service developed exclusively for wireless handsets using compressed DRM-free AAC/AAC+ file formats. This high-quality digital format is only half the size of MP3 files, significantly reducing the download time and storage capacity required while maintaining CD quality sound. The DRM-free service will make it easy for users to download and play songs on their BlackBerry smartphones.

“When it comes to the wireless world, BlackBerry is at the forefront and we are excited to offer our service on a cutting-edge solution that seamlessly integrates digital music into the wireless space,” notes Andrea Ziegler, Chief Operating Officer of Puretracks. “The Puretracks Mobile music service we have developed for the BlackBerry platform is an innovative mobile music store for North America that employs DRM-free, 64 kb AAC/AAC+ files. For wireless users, this equates to inexpensive airtime costs, smaller storage requirements, and higher music quality.”

A sneak peek of the Puretracks Mobile Edition music service for BlackBerry will be unveiled March 12 at the South By Southwest (SXSW) event in Austin, Texas. A full version of the mobile music service will launch at CTIA Wireless April 1. The new mobile music store, which will debut in the United States with future roll-out plans slated for Canada and other markets, will feature a broad selection of songs from top mainstream and independent artists. Future additions to the Puretracks Mobile Edition music service will include support for Wi-Fi capable handsets, enabling BlackBerry smartphone users to download MP3 files over Wi-Fi connections.

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### **About Puretracks Inc.**

Launched in 2003, Puretracks Inc. is a leading North American digital music service provider. The company operates Puretracks.com, Canada's first and leading source of digital music for MP3 players and Windows Media devices, along with branded digital music stores for Internet service providers, retailers, broadcasters, music labels and consumer brands in the U.S. and Canada. Licensed to provide over 2 million songs from major record companies and leading independent labels from around the world, Puretracks makes it easy for digital music fans to search and browse using a consumer-friendly, web-based platform. For the Puretracks online store, please visit [www.puretracks.com](http://www.puretracks.com). For corporate information on Puretracks and details about products and services, please visit [www.corporate.puretracks.com](http://www.corporate.puretracks.com).

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### **About Magnet Mobile Media Inc.**

Magnet Mobile Media Inc. is an interactive development and marketing company with a primary focus on all emerging wireless technologies. Magnet Mobile designs, develops, and deploys mobile marketing applications & solutions for clients who understand the tremendous potential of this emerging mobile medium. Magnet Mobile, which has been in the mobile industry since 2001, has a unique ability to integrate with existing brand programs to deliver content across multiple carriers. Learn more at [www.magnetmobile.com](http://www.magnetmobile.com)

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