



FOR IMMEDIATE RELEASE

HFA's Slingshot Provides Rights Management Solution to Direct Holdings Americas

New York, February 11, 2013: HFA, the nation's leading provider of rights management solutions for the music and other intellectual property-based industries, has been engaged by Direct Holdings Americas, Inc. (DHA) for comprehensive music publishing rights management services.

Direct Holdings Americas, a premier creator and direct marketer of music and video/DVD products most notably associated with the success of the Time Life brand, will rely upon HFA's Slingshot service for a complete solution to all its rights management needs. DHA specializes in creating distinctive multi-media collections offering music from all genres as well as classic TV series', historical documentaries, sports and fitness videos/DVDs. The services HFA will provide include licensing, data management, royalty processing and payment services. Additionally, HFA will handle the administration of direct licensing, artist and synchronization agreements for Time Life.

Slingshot was designed by HFA to simplify the licensing and royalty process, accelerate speed to market and boost profitability for music distributors. Clients like DHA depend upon HFA to deliver a broad rights management platform that eliminates the need to manage thousands of licensing relationships, invest in designing and maintaining rights databases, hire experienced copyright administration staff or program complex royalty formulas.

"Our goal is to help clients succeed by handling some or all of their licensing, reporting, royalty calculation and distribution processes," said Lauren Apolito, Vice President of Strategy & Business Development, HFA. "We are thrilled to be working with Time Life to simplify the rights management process so they can focus on their core business."

"We are very happy to be working with HFA and furthering our long standing relationship with them to utilize their end to end licensing and royalty solution. We look forward to realizing significant economies using Slingshot," said Kenneth Friedli, Chief Financial Officer, Direct Holdings Global, LLC.

About HFA

HFA is the nation's leading provider of rights management, licensing and royalty services for the music industry. With over 46,000 music publishing clients, HFA issues the largest number of licenses for the use of music in both physical and digital distribution formats. HFA also serves the D.I.Y. market with Songfile®, the company's fast and easy online licensing tool. Slingshot, HFA's rights management service offering, includes a suite of information management and technology solutions designed to simplify and facilitate the administration of intellectual property rights. As a technology innovator, HFA is leading the industry in establishing global data standards and is a founding member of the Digital Data Exchange (DDEX). Additionally, for the past four years HFA was recognized by *InformationWeek* on its Top 500 Relentless Innovators list. For more information about HFA visit harryfox.com and hfaslingshot.com.



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About Direct Holdings

Direct Holdings Global, most notably associated with the success of the Time Life brand, is a multi-channel marketer, distributor, and leader in entertainment and lifestyle direct-to-consumer marketing. The company's proven 360° go-to-market solution generates the promotional power needed to drive sales in today's crowded, competitive consumer marketplace. Other successful, respected brands in the company's broad portfolio include StarVista Entertainment, Saguro Road, KitchenTek, and Lifestyle Products Group.

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