



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

# The Orchard Licenses Leading Label iPlay/Som Livre *Portuguese Diva Amalia Rodrigues, and Multi- Platinum Artists Flor, and Mafalda Veiga & Joao Pedro Pais Set for Digital Release*

**New York, Lisbon and Cannes – January 28th, 2008**, The Orchard (NASDAQ: ORCD), a global leader in digital music and entertainment, and the renowned Portuguese independent label iPlay/Som Livre today, at the MIDEM music conference announced an exclusive worldwide license agreement. The deal further strengthens The Orchard's already significant Portuguese digital market share. The Orchard provides exclusive digital distribution to a substantial number of Portugal's independent record labels, in a market where independents have traditionally been a strong sector of the industry.

The deal includes the Valentim de Carvalho label, represented by iPlay/Som Livre since last year, and which is one of Portugal's most significant domestic music catalogues, including the legendary artists **Carlos Paredes**, **Alfredo Marceneiro**, and contemporary artists **Boss AC**, **João Pedro Pais**, **Wraygunn** and **Mafalda Veiga**. The catalogue also boasts the most complete selection of original recordings of the diva **Amalia Rodrigues**, known as the "Rainha do Fado" (Queen of Fado), who popularized the Fado genre worldwide and remains one of Portugal's biggest international stars.

"We are proud to work the best and the most complete Portuguese music catalogue and together with The Orchard make it available for almost all territories through the Internet. I'm sure this contract will last and will take our music to the whole world. At iPlay/Som Livre we are certain we have the best contract with the best partner - The Orchard" – said José Serrão, iPlay/Som Livre Manager.

The iPlay/Som Livre label achieved considerable domestic success last year with the artist **Flor**, whose album "Floribella" sold 10 times platinum, one of the highest ever sales level by a Portuguese artist. Currently, iPlay/Som Livre (Valentim de Carvalho) artist **Mafalda Veiga and Joao Pedro Pais** have a multi-platinum album with "Lado a Lado", which remains high in the Portuguese album charts after 35 weeks.



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“As anyone who has sat in a tavern in Lisbon or city square in Coimbra late at night listening to Fado can attest, Portuguese music’s unique assimilation of musical traditions and sheer emotional power is unique as a musical genre. The Orchard is proud to serve iPlay/Som Livre and make their iconic catalogue available to Portuguese people worldwide, let alone expose this music to new global audiences in new and exciting ways,” said Greg Scholl, president and chief executive of The Orchard.

### **About iPlay/Som Livre.**

A 100% subsidiary of the Portuguese Television company SIC, a part of the media group Impresa, quoted in the Lisbon Stock Exchange (Euronext: IMPA.LS). Som Livre was founded in 1994. The brand iPlay was adopted in January 2008.

The label specialises in releasing original soundtracks from Brazilian and Portuguese soap operas, TV series and compilations, and in Portugal are considered experts in Brazilian music. The company's growing artist roster includes both new and established artists, from Portugal and Brazil. Since the beginning of 2007, iPlay/Som Livre have represented for the world the oldest and biggest Portuguese catalogue, Edições Valentim de Carvalho.

iPlay/Som Livre's Publishing Company is Portugal’s biggest independent and represents a substantial number of Brazilian independent Publishing Companies, besides its own songwriters and composers.

### **About The Orchard®**

The Orchard (NASDAQ: ORCD) controls and globally distributes more than one million songs and over 4,000 hours of video programming through hundreds of digital stores (e.g. iTunes, eMusic, Google, Netflix) and mobile carriers (e.g. Verizon, Vodafone, Bell Canada, Moderati, 3). With operations in 28 countries, The Orchard drives sales for its label, retailer, brand, and agency clients through innovative marketing and promotional campaigns; brand entertainment programs; and film, advertising, gaming and television licensing. A pioneer in digital music and entertainment since 1997, The Orchard fosters creativity and independence. For more information, please visit us at [www.theorchard.com](http://www.theorchard.com).

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