



PRESS RELEASE

Paris, 15 October 2007 – BELIEVE, the leading European digital label secures a first round of financing of 3 million dollars from Xange Private Equity. This financing will allow the company to accelerate its international roll-out.

Created in 2005 and in less than 3 years with an innovative A&R 2.0 technology and an advanced digital marketing expertise, Believe has become the leading digital label in Europe.

Several thousand artists and labels across Europe have entrusted Believe with their digital distribution and promotion needs, including many top International artists such as MC Solaar, Barbara Hendricks, Bob Sinclar, the Paris Jazz Big Band, DJ Cam, Ennio Morricone or Albano Carrisi... , who benefit from Believe's digital marketing expertise and the talents of a team entirely to digital distribution and marketing.

Believe is also **reinventing A&R with an innovative approach for developing young artists**. In the past eight months only, Believe has contributed to taking several hundred developing artists to the top of the charts, **including two number one digital album and digital single sales across several European geographies: Aaron (number one single sales in France) and Soko (number one album and single sales in Scandinavia).**

These artists and labels all benefit from Believe's international distribution network that includes all major PC (iTunes, Napster, VirginMega, FnacMusic...) and mobile services (Vodafone, SFR, Orange, Telecom Italia...) and Believe unique digital marketing expertise and tools.

« This first round of financing will allow us to accelerate the roll-out of new and innovative interactive digital marketing tools that we initiated with the Believe Player, the first interactive player allowing the discovery of music with direct links to all digital music services where the product is available. It also shows confidence in Believe's ability to build creative solutions in the unique combination of an A&R, a digital marketing and a technology firm. » declares Denis Ladegaillerie, president and founder of Believe.

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