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# News

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*For Immediate Release*

*Industry News*

## **TOUCHTUNES' NEW CEO PREVIEWS 2007 IN LETTER TO OPERATORS**

**MONTREAL, Feb. 9, 2007** — Art Matin, new president and CEO of digital-jukebox giant TouchTunes Music Corporation, has sent a personal letter to the company's 1,800 operator accounts, outlining the company's direction for 2007.

"The coming year promises to be another exciting one for TouchTunes and our customers," Matin wrote.

Among other developments, "We will begin shipping our revolutionary Gen 3 technology in volume," he said. "Initial results from our Gen 3 broadband locations are extremely promising, showing a marked increase in total plays and revenues."

Gen 3 is the unique new digital jukebox operating system TouchTunes unveiled at the fall AMOA show. This industry-leading technology, when teamed with a high-speed broadband connection, allows operators to change, within seconds, the musical personality of a jukebox's on-board music library, a process TouchTunes calls "morphing." It enables patrons to download and use, on location at the jukebox, personal playlists they create on the MyTouchTunes.com Web site. It also provides a more intuitive user interface, among other revenue-boosting features and conveniences.

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Matin sees 2007 as “a year of significant investment in TouchTunes as we will continue to add resources in tech support, research and development, and customer training, among other areas.”

Having recently introduced himself to TouchTunes’ Operator Advisory Board , Matin emphasized that the company is in “listen mode,” incorporating feedback from “many, many operators” into plans for new technology, customer service innovations, and “attractive new options for acquiring our products.”

In his letter, Matin also thanked operators for their loyalty and trust.

“I look forward to a year of accelerated growth for all of us,” he said.

TouchTunes Music Corporation introduced the world’s first digital downloading, coin-operated commercial jukebox in 1998. Today, TouchTunes’ online network of 23,000 pay-per-play Internet jukeboxes in bars, restaurants, and other establishments throughout North America is the industry’s largest, representing a market share of more than 60 percent.

A privately held U.S. corporation, TouchTunes’ principal offices are in Montreal, Canada, and Lake Zurich, Ill., a Chicago suburb. The company is backed by VantagePoint Venture Partners, one of the largest venture capital firms in the world with offices in Silicon Valley, New York, and Montreal. VantagePoint has over \$4 billion in capital under management, including a substantial portfolio of consumer-oriented digital-media companies that complement TouchTunes’ growing leadership in out-of-home, interactive entertainment.

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