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News

For Immediate Release

Coin-Op Industry News

TouchTunes Takes to the Air Guitar

Trail-Blazing Company Scores Another First As Sponsor of Hot-Ticket Championship Events in 14 Cities, Plus National Finals

“The Official Jukebox of US Air Guitar”

NEW YORK, N.Y., June 7, 2007 — TouchTunes Music Corporation is ready to rock this spring and summer as a major sponsor of the 5th Annual US Air Guitar Championships.

TouchTunes is sponsoring US Air Guitar’s highly-visible and hugely popular 14-city national tour and regional championships this month, and the national finals in New York in August.

US Air Guitar (USAG) is the official air guitar association of the United States and the operator of all official regional events and the finals that determine who represents the U.S. in the international championship in Finland. Tickets for many of the events sell out far in advance, according to USAG. The championships have been covered on network late-night television and CNN and in the *Wall Street Journal*, and they were featured in an award-winning documentary film, *Air Guitar Nation*.

TouchTunes has been declared the first “Official Jukebox of US Air Guitar.” USAG, which launched the competitions in 2003, says TouchTunes is the first significant sponsor from the music industry and the first and only jukebox brand to participate. TouchTunes has an industry-leading network of 26,000 touch-screen digital jukeboxes across North America.

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“US Air Guitar is all about great music and having a great time out with friends, and that’s what TouchTunes is about, too,” says Ron Greenberg, TouchTunes’ Chief Marketing Officer and Senior Vice President for Digital Media. “That’s what makes the US Air Guitar partnership such a good fit.”

TouchTunes’ goal “is to make music fans aware of the amazing choice of music available on each and every one of our 26,000 digital jukeboxes, and how easy it is to find and play your favorites when you’re out with your friends,” Greenberg says. “We’re looking at this and other ideas to bring more people into locations, so they play more songs on TouchTunes systems. That means more fun for music fans and more business for our operators and their locations.”

Anna Barber of US Air Guitar says, “We’re excited to be working with a great company like TouchTunes. We hope this partnership will result in new participants and fans for US Air Guitar and a bigger fan base for TouchTunes as well.”

Greenberg notes that TouchTunes, which introduced the world’s first digital jukebox in 1998, is taking the lead in reaching out to the end-user customer through face-to-face, entertainment event marketing, in addition to communicating and connecting through industry trade channels, tech-industry expositions, and in-location promotions.

“We’re the first and only ones in this industry to do something like this, which helps us present all the advantages of the TouchTunes brand to the people who play the songs,” Greenberg observes.

TouchTunes’ involvement in the 2007 US Air Guitar Championships includes:

- Live demonstrations of TouchTunes digital jukeboxes during breaks at each of the 14 regional air guitar competitions and at the U.S. finals. Demonstrations will be conducted by emcee and air guitar celebrity Bjorn Turoque, a star of the documentary film *Air Guitar Nation* and author of the book *To Air Is Human*.

- Audience opportunities for hands-on experience with the jukebox at each venue.
- A TouchTunes banner will be displayed and TouchTunes marketing materials will be on display and distributed to guests.
- TouchTunes' logo will appear on USAG marketing materials.
- TouchTunes will be included in all press releases issued by USAG during the 2007 Air Guitar Championships.
- TouchTunes and USAG are cross-promoting each other on their respective Web sites. TouchTunes has a home-page place on www.usairguitar.com from June 1 to December 31. It identifies TouchTunes as “the Official Jukebox of US Air Guitar” and tells visitors “the world’s leading digital jukebox is a great way to perfect your air guitar moves — see TouchTunes in action at all US Air Guitar Regionals this June.”
- USAG will send multiple e-mails to its fan list promoting MyTouchTunes.com personal playlists for jukebox use.
- An official USAG “Top Air Guitar Songs of All Time” playlist of 25 songs is exclusively available to all TouchTunes digital jukeboxes.

Here are the dates, cities, and venues for the 2007 US Air Guitar Tour and regional championships:

- June 6, Washington, D.C., 9:30 Club
- June 7, New York, N.Y., Bowery Ballroom
- June 9, Boston, Mass., Harper’s Ferry
- June 13, Cleveland, Ohio, House of Blues Cambridge Room
- June 14, Columbus, Ohio, The Basement
- June 15, Chicago, Ill., Metro Smart Bar

- June 16, Minneapolis, Minn., Varsity Theater
- June 20, Dallas, Tex., House of Blues Cambridge Room
- June 21, Austin, Tex., Stubb's
- June 22, Houston, Tex., Scout Bar
- June 23, New Orleans, La., The Parish
- June 27, San Jose, Calif., The Bank Club
- June 28, San Francisco, Calif., The Independent
- June 29, Los Angeles, Calif., The Key Club

The US Air Guitar National Finals will be held on August 16 at Irving Plaza/The Fillmore New York.

TouchTunes provides the “ultimate experience” for its operators, location owners, and end-users. By delivering the best-in-class service, sales, support — and an unsurpassed music library delivered through the industry’s most innovative technology and marketing capability — TouchTunes offers a true 360-degree Digital Customer TouchPoint™ relationship. TouchTunes continues to pioneer industry-firsts such as MyTouchTunes.com, a web site where users can create their own personal playlists for the new generation of broadband jukeboxes.

TouchTunes’ online network of 26,000 digital jukeboxes in bars, restaurants, and other establishments throughout North America is the industry’s largest, more than 2.5 times the size of the nearest competitor’s. To date, its interactive digital jukebox network has played more than 1.6 billion songs. TouchTunes introduced the world’s first digital-downloading, pay-per-play commercial jukebox in 1998.

A privately held U.S. corporation, TouchTunes Music Corporation’s principal offices are in Lake Zurich, Ill.; Montreal, Canada; and New York City. 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 a substantial portfolio of consumer-oriented digital-media companies that complement TouchTunes' growing leadership in out-of-home, interactive entertainment.

For TouchTunes product and sales and marketing information, call Michelle Santangelo at (888) 338-5853 or e-mail sanmi@touchtunes.com. Web site: www.touchtunes.com.

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