7digital Brings MP3 Downloads to Android

- *MP3 Store and Digital Locker service launches in 16 countries on Android*
- *New 7digital Music for Android application adds a fully featured download store with access to over 14 million MP3 tracks*
- *Player mode allows users to access and sync their local and purchased music with Android smartphone and tablet devices*
- *Optimised delivery of tracks on mobile networks saves bandwidth and battery.*

London, UK, 4th May 2011 – 7digital, the leading digital media company, today announced a new version of its Android application, bringing 7digital's download store to the Android platform.

7digital Music for Android allows users to access 7digital's 14 million strong catalog of high quality MP3 tracks and browse, preview, purchase and download music to their device, anytime, anywhere. The new version of the application acts as an all-in-one music player and download store, syncing new and previously purchased tracks from 7digital with a user's Android device.

New features include:

- An integrated store allows users to easily purchase and download music to their Android device
- Optimised mobile delivery - Tracks will download in compressed, lower quality format when using a cellular network. Full MP3 320kbps quality files will be downloaded when a WiFi connection is available
- The player allows users to access and sync tracks stored both locally on their device and in 7digital's cloud locker

- Users can browse music by genre and new releases, and search for artist, track or album names. 7digital's top track and album charts are also available
- Playlists can be created and managed within the application
- 30 second previews of all tracks are available before purchase.

"This major update to our Android application allows our customers to access and purchase high quality MP3 music, wherever they are, on their mobile or tablet device. 7digital is now available natively on the BlackBerry Playbook, Samsung Galaxy Phones and Tablets and now all Android devices can access the 7digital service," comments Ben Drury, 7digital CEO.

"With new cloud features, this update is a major step towards our vision of giving our customers access to their entire music collection on all of their devices."

The application is available to Android users in 16 territories, UK, US, Canada, Germany, France, Spain, Italy, Portugal, Ireland, Belgium, Netherlands, Austria, Switzerland, Finland, Sweden and Norway. Currency and pricing is localised for users in each region.

The 7digital Android application is free to download directly from the Android Market, GetJar and the Amazon Appstore. Further information on 7digital's mobile applications is available at 7digital.com/mobile.

The 7digital Music for Android application is compatible with Android 2.1 and above.

In the U.S., 7digital will participate in its 8th Music Hack Day event in San Francisco May 7 & 8, and will also attend SF MusicTech Conference on May 9. Vickie Nauman, VP of North America, will speak at the NARM Conference on May 12 in Los Angeles on the panel "Music In the Device Trenches – Advice from the Field."

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Notes to Editors

About 7digital

Established in 2004, 7digital.com is a leading, globally operating digital media delivery company based in London. Through 7digital's download store (www.7digital.com) and mobile applications consumers can access over 14 million legal high quality MP3 music tracks, as well as audiobooks and videos, at competitive prices across Europe and North America.

Combining 7digital's secure and robust technology platform with the broadest agreements in the digital media industry, the company provides comprehensive digital download services to a wide range of partners around the world. 7digital has worked with record companies, artists, FMCG brands, retailers, consumer electronics companies, fashion brands, advertising agencies and many other organisations to harness the power of digital entertainment – music, video, audiobooks and ebooks – to engage customers.

The 7digital API (Application Programming Interface) allows developers to use and license the 7digital technology platform with over 14 million tracks to create new music websites, applications and devices or to integrate music into existing services.

7digital has provided digital media services to hundreds of international partners including, RIM, Sony, Samsung, Toshiba, Ubuntu, Shazam, Last.fm, Winamp, Songbird, HMV, Waterstone's, Pernod Ricard, Nestlé, Arcadia Group, Adidas, Procter and Gamble, Universal Music, EMI, Warner Music and Sony Music.

For more information visit www.7digital.com/business

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