NEWS RELEASE

Alternative Distribution Alliance Launches 'ADA U.K.'

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Susan Rush Named Managing Director

LONDON, Jun 23, 2006 -- Alternative Distribution Alliance (ADA), the No. 1 distributor of independent music in the U.S., today announced the creation of ADA U.K., a new division designed to bring ADA's leading distribution services to independent record labels in Europe.

Susan Rush, the former General Manager of Pinnacle Records, has been named Managing Director of the London-based division. Rush will report to Andy Allen, President of ADA.

ADA U.K. will bring the same range of services and attention to the vibrant U.K. independent music community that ADA has consistently provided to a collection of indie labels, international labels and heritage labels in the U.S. since 1993. The creation of ADA U.K. will also expand access to a flexible distribution system that marries the effectiveness and leverage of a major label to the marketing needs of an independent.

Among the menu of services that will now be available to labels: physical and digital retail sales and marketing, manufacture, media buying, synchronization services, royalty accounting and international licensing.

Andy Allen said, "For 13 years in the U.S., ADA has demonstrated how critically important it is for our industry to have a national distribution system with a strong artist-development sales philosophy that is scaled to the unique needs of independents. Given the importance of the U.K. market and the symbiotic cross-pollination that has always existed between the U.K. and the U.S., the launch of ADA U.K. is a logical next step that will provide an invaluable service and continue our momentum and success as the world's leading indie distributor."

Susan Rush added, "We have designed and we will operate ADA U.K. with the values and sensibilities of the U.K. independent community in mind. The potential for independent artists to emerge is greater than ever, and we intend to play a valuable role in a label's long-term development. I'm pleased to be starting with such an experienced and energized team, and we look forward to offering independent labels a brand new alternative in such a dynamic and distinctive market."

ADA U.K. also announced three additional appointments today: Nick Roden, the former Head of Labels at TuneTribe becomes Repertoire Manager, Lisa Bardsley is appointed Label Manager and Ian Harmon is appointed Business Manager. Bardsley and Harmon join ADA U.K. from Pinnacle Records.

Since 1993, ADA has worked with a wide variety of the industry's top independent labels, including Sub Pop, Beggars Banquet, Touch & Go, Matador, Side One Dummy and Epitaph, and artists Liz Phair, Nirvana, Postal Service, Arcade Fire, Death Cab for Cutie, among others.

Artist releases on ADA distributed labels in the U.S. include Arctic Monkeys, Gnarls Barkley, Panic! At The Disco, Thom Yorke, Eagles of Death Metal, Bloc Party and Bright Eyes.

About ADA

Alternative Distribution Alliance, a division of Warner Music Group, was created in 1993 to focus on independent music, where some of the biggest music acts have always built their initial followings. Today, Alternative Distribution Alliance is recognized as the leading U.S. distributor of independent record labels, handling labels such as Sub Pop, Matador, Epitaph, Domino, Fueled by Ramen, Comedy Central, Touch and Go, Beggars Music Group, Saddle Creek and Side One/Dummy.