



NEWS RELEASE

Ultra Records Announces New Pact With Warner Music Group's Alternative Distribution Alliance

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Ultra's Leading Roster of Top Dance Artists and DJ Mix Talent Includes New Signings: Tiesto, Kaskade and Victor Calderone

NEW YORK, NY, Jul 24, 2006 -- Independent music's preeminent electronic and dance music label, Ultra Records, will join Alternative Distribution Alliance's (ADA) family of distributed labels, it was announced today by ADA's President, Andy Allen and Ultra Records' CEO and owner, Patrick Moxey.

ADA, the No. 1 distributor of independent music in the U.S., will be the exclusive distributor of Ultra's roster of artists and compilations in the U.S. beginning in September 2006.

With its primary emphasis on electronic and dance music, ranging from commercial crossover to house to downtempo music, Ultra Records develops and discovers talent for the domestic and international music market. Ultra Records is the No. 1 label for DJ mix talent and dance and electronic music in the U.S. Ultra has added to its roster of marquee talent by recently signing: Tiesto, Victor Calderone and Kaskade.

"I've known and worked with Patrick Moxey for more than 15 years, and he's an enormously talented music executive," said Lyor Cohen, Chairman and CEO, U.S. Recorded Music, Warner Music Group. "This distribution partnership between ADA and Ultra bolsters WMG's presence in the vibrant independent music community and furthers our overall commitment to empowering and supporting the artists and labels of that community."

"We're thrilled to welcome a label of Ultra's caliber and reputation to ADA and our family of independent music's finest labels," said Allen. "Patrick Moxey and Ultra's first-rate roster of artists have found an ideal home at ADA

where we are committed to helping Ultra build upon its momentum and excellent track record."

"We are delighted to be with Andy Allen and ADA as our new distribution company," said Moxey. "These guys are the best in indie distribution, and it's clear to me that ADA is an innovator in online and traditional sales. Our new arrangement will also include Ultra's partnering with WMG's Rhino on brand new remix packages of WMG catalogue artists and other initiatives including DRTV. In addition, Ultra's new signings give us the firepower to grow our sales with ADA and the WMG organization. Lyor Cohen gave me my first job in the business in 1990, and it's great to be back with Lyor and his team."

"Rhino Entertainment is excited at the prospect of partnering with Patrick and Ultra on a new series of remix releases of WMG artists," said Scott Pascucci, President, Rhino Entertainment. "I'm confident that Rhino's passion for music and our expertise in branding and packaging, coupled with Ultra's reputation in dance and electronic music will make a very formidable combination."

"I am really excited to join the Ultra Records team," said DJ Tiesto. "Ultra is the best dance label in the world, and I feel comfortable to start working with people in the U.S.A. who know exactly what I stand for."

Ultra also brings two other labels to ADA: Urban/reggae label, Sequence Records, and world music label, Escondida Records. Their rosters include Panjabi MC, Craig Parks, KMC, Ibrahim Ferrer, Ruben Gonzales and others.

About Ultra

Ultra Records was created by Patrick Moxey in 1995. Its leading roster of DJs and artists include some of the most renowned electronic acts and producers in the world, including artist albums and/or DJ mix albums from: Armin van Buuren, The Crystal Method, Sasha & John Digweed, Ferry Corsten, Armand van Helden, Roger Sanchez, Timo Maas; New York legends: David Morales, Danny Tenaglia and Little Louie Vega; and the U.K.'s best electronic acts: Motorcycle, Jamiroquai and Groove Armada. Other Ultra artists include Lucas Prata, Kim Sozzi, Ozone, Dannii Minogue and Benny Benassi.

Ultra Records is home to the Ultra brand of compilation albums and the exclusive U.S. home for the Ministry of Sound brand. For more information about Ultra Records, visit: www.ultrarecords.com.

About ADA

Alternative Distribution Alliance was created in 1993 to focus on the independent music business, where some of the biggest music acts have always built their initial followings. Today, Alternative Distribution Alliance is recognized as the leading 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.

Editor's Note: Signing photo available upon request.