NEWS RELEASE

Warner Music Group Partners With Outrigger Media to Support Expanding Online Advertising Strategy

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Leading Internet Video Advertising Company to Monetize Artists' Online Presence Through Targeted Ads and Customized Brand Partnerships

NEW YORK, NY, Oct 08, 2009 (MARKETWIRE via COMTEX) -- Warner Music Group Corp. (NYSE: WMG) and Outrigger Media, a leading provider of internet video advertising solutions, announced today a strategic partnership whereby Outrigger, working with marketing executives at WMG's labels, will identify and secure advertising and brand sponsorships for artists on a variety of online platforms. Outrigger will represent WMG to potential sponsors and advertisers in the U.S. generating opportunities across WMG operated sites, leading third-party video sites and other digital media platforms in the U.S.

"We are thrilled to work with one of the world's leading music companies and to have a role in what is clearly one of the music industry's most innovative business models," said Mike Henry, Outrigger Media's Chief Executive Officer. "WMG understands that their most powerful brands are their artists and the significant investments it makes to develop and strengthen those brands creates enormous opportunities for advertisers. The most effective advertising programs will be built around those artists and their intense relationships with the audiences they attract. The extent of those relationships is demonstrated online through the enormous popularity of music videos, original online content, photos, social networks and blogs. By putting the artist at the center of the conversation we're able to build comprehensive digital partnerships that are both effective and scalable."

"We're pleased to have found such experienced and forward-thinking partners in Outrigger Media to represent our renowned artists and content to the advertising community. This new partnership enables us to leverage Outrigger's ad targeting platform to effectively exploit key audiences," said Michael Nash, Executive Vice President,

Digital Strategy and Business Development. "With a majority of our active artists now signed to expanded rights deals, we are constantly seeking ways to build new revenue streams to monetize those partnerships. We look forward to working with Outrigger to help us maximize the value of our artists' online presence."

The partnership will be a key element of WMG's advertising strategy to extend the power of the artist brand by driving revenue around video content. As part of this strategy, WMG recently announced plans for a premium online video advertising platform that will feature artist-branded channels showcasing high quality music videos and video content, and provide revenue opportunities for artists through the sale of targeted advertising embedded in the video experience, approved sponsorships with appropriate brands and direct-to-consumer sales.

About Warner Music Group

Warner Music Group became the only stand-alone music company to be publicly traded in the United States in May 2005. With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Cordless, East West, Elektra, Nonesuch, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

About Outrigger

Outrigger Media is the leading provider of Internet video advertising solutions for brand-focused advertisers and publishers. Its advertising solutions include unique sponsorships on some of the most important online video web sites, custom content creation and distribution, and access to the only network comprised exclusively of network and broadcast television content. Outrigger works with a wide range of blue chip marketers and innovative Web video publishers including partners include Next New Networks, Transpera, Veoh, Vuguru and Warner Music Group.

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