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**SILVERBACK MEDIA PLC**  
("Silverback Media" or "the Company")

**Silverback Media Partners with Puretracks, A Digital Music Provider, To Deliver Both Music And Mobile Content Promotions Through The Use Of A Single Pin.**

Silverback Media, a mobile marketing advertising agency with operations in North America and Europe, has entered in a new three year partnership with Toronto-based Puretracks Inc ("Puretracks"), a North American digital music provider (the "Partnership"). The Partnership intends to offer a one stop shop to companies interested in incorporating both digital music and mobile content into their business-to-consumer promotions.

The two companies are partnering to tap into the mobile phone market in the United States. The Partnership enables Puretracks to deliver a broad selection of its ringtones, wallpaper images and games to brands and retailers interested in launching mobile content promotions. The mobile content portal, set to launch in early January, is being managed by Silverback Media, who can deliver to major US carriers.

The Partnership will offer companies a fully branded online "storefront" that reinforces their identity via the mobile phone. Puretracks owns a digital music platform and this new mobile service will provide all the same capabilities to its clients. In addition to the promotional applications, the mobile content will be available for retail sale through private-branded store fronts powered by Puretracks.

**Martin Doane, CEO Of Silverback Media, Commented,** "This contract is the first for Silverback Media utilising the solutions developed by our message delivery and mobile marketing subsidiary Atlas. The Partnership with Puretracks validates our strategy of growing organically, enhanced by acquisitions of leading providers of mobile marketing solution companies.

"Puretracks has been very successful in the online distribution of music content, and we are very pleased to be working with them and facilitating their expansion into the mobile space."

**Puretracks CEO Alistair Mitchell, Commented,** "Due to the soaring popularity of both digital music and mobile content, digital entertainment promotions have become a powerful tool for brands looking to motivate consumers to act. Our digital music portal was built with promotions in mind, making Puretracks the ideal partner for digital music promotions. Now, through this Partnership with Silverback Media, we can expand our promotional platform to include mobile content, giving our brand partners the complete digital solution they need."

## **For Additional Information Please Contact:**

Silverback Media Plc  
Martin J. Doane, CEO  
Toronto Office  
Phone: +1 -416 -366 -6691  
Email: [m.doane@silverback-media.com](mailto:m.doane@silverback-media.com)

Silverback Media Plc  
Terry Ham, President  
Toronto Office  
Phone: +1 -416 -363 -0060  
Email: [t.ham@silverback-media.com](mailto:t.ham@silverback-media.com)

Atlantic Law LLP  
Matthew Thompson  
Tel: +44 -20 7616 2888  
Email: [matthew.thompson@atlantic-law.com](mailto:matthew.thompson@atlantic-law.com)

### **About Silverback Media Plc**

Silverback Media Plc is a global mobile marketing advertising agency with operations in Toronto, Los Angeles, Miami, New York and Paris. SBM is positioned at the leading edge of the next phase of the evolving e-marketing sector, and is transforming the personal, portable and pervasive nature of mobile devices into a revolutionary, potent advertising and marketing channel. Through its innovative integration of leading edge technologies and expertise, SBM provides marketers with the ability to deploy high-performance interactive mobile marketing campaigns that are fully-integrated and continuous with their online marketing initiatives in order to cost-effectively acquire and retain customers and generate brand recognition.

Silverback Media is listed on the Open Market of Deutsche Boerse in Frankfurt/Main (Symbol: SVD) and the Plus Market in London (Symbol: SBMP).

### **About Puretracks Inc.**

Puretracks is a leading North American digital media promotional services company serving the needs of major record labels, brands, broadcasters, carriers, and retailers. Licensed by all major music labels and thousands of leading independent labels from around the world, Puretracks's catalogue now exceeds two million songs licensed for both the US and Canada. Since 2003, Puretracks has partnered with hundreds of consumer brands to design innovative promotions that significantly impact product sales, brand awareness, and customer loyalty. Puretracks supports a multi-faceted promotional environment for its clients, integrating branded digital media stores with customized promotional programs and prepaid card redemptions. With an industry-leading, easy to use, web-based platform that requires no software download, Puretracks makes it simple and hassle-free for consumers to redeem their digital coupons to access music that plays on the iPod, and all MP3 devices. For more information on Puretracks and details about our products and services, please visit [www.corporate.puretracks.com](http://www.corporate.puretracks.com).