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## PRESS RELEASE

### **Music Icon and Public Enemy Co-Founder Chuck D Joins Music Intelligence Solutions, Inc. Board of Advisors**

*Multi-Platinum Performer and Internet Entrepreneur to Assist in Launch of  
New Music Discovery Services for Artists, Consumers and Wireless Carriers Globally*

**Cannes, France – January 23, 2008** – [Music Intelligence Solutions, Inc.](#), a global leader in the field of digital music and media discovery, today announced the appointment of Chuck D, co-founder of Public Enemy, legendary artist, author and Internet entrepreneur, to its Advisory Board. The announcement comes with the company launching the next generation of its music discovery intelligent observation systems that further improve on the capability for consumers, [artists](#) and advertisers to interact in an intuitive and personalized manner across web 2.0 platforms and mobile devices.

“Music Intelligence Solutions welcomes Chuck D to our Advisory Board as an expert in the creation and distribution of digital music,” said David Meredith, CEO of Music Intelligence Solutions, Inc.

“Music Intelligence Solutions is a riveting force into digital distribution, awareness, and, most of all, discovery of digital media,” said Chuck D, co-founder of Public Enemy, legendary artist, author and Internet entrepreneur. “I would most definitely be a fan even if we weren’t working together.”

“Earlier this decade, Chuck D correctly predicted the timing of one million artists going online and today that number has exploded to over 10 million artists worldwide with their own profiles on social networking sites,” said Meredith. “Having toured with Public Enemy as well as lectured at universities in 52 countries, Chuck D has a global perspective that will be invaluable as we leverage our patented [music discovery](#) offering – Music Intelligence Universe™, and unique [market potential prediction](#) solution – Hit Song Science™ to enable consumers, record labels and mobile carriers to find quality songs and artists across all genres and languages worldwide.”

“Online services have helped address the ‘availability’ problem for music, but consumers and artists are still frustrated by a lack of ‘visibility’ to easily connect great artists with potential fans,” added Chuck D. “Music Intelligence Solutions’ Music Universe™ and Hit Song Science™ can solve the visibility problem better than any other technology that I have seen.”

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As a thought leader in the field of digital media across three decades, Chuck D has been called one of the “Top 50 Rock Geniuses of All Time” by *The New Yorker* magazine and *Upside* magazine placed him on its "Elite 100" list of Internet leaders, alongside the likes of Bill Gates and Steve Jobs. His vision for digital music has been profiled by many leading publications including *Forbes* and USA Today. Chuck D has hosted his own segment on the Fox News Channel, been a guest contributor to *Time* magazine, and a guest editor of *Red Herring* magazine.

After producing three multi-platinum and three gold albums, Public Enemy remains one of the most critically acclaimed and highly influential groups in the music industry. *Rolling Stone* magazine called Chuck D one of the “50 Greatest Artists of All Time” and *Spin* magazine ranked Public Enemy albums as the 2<sup>nd</sup> and 21<sup>st</sup> “Greatest Albums of All Time.” While the Boston Globe has called Chuck D “the most powerful voice in hip hop history,” he has also collaborated with many artists across genres, including Isaac Hayes, John Mellencamp, and U2.

Music Intelligence Solutions is attending the Global MIDEMNet Music Technology Conference in Cannes, France, which begins on January 26th.

### **About Music Intelligence Solutions**

Music Intelligence Solutions, Inc. uses patent-approved technology to transform the consumer experience globally with rich digital media across multiple platforms through the use of proprietary discovery, automated programming, commercial market prediction, and community networking capabilities. Music Intelligence Solutions offers consumers, social networks, mobile subscribers, artists and leading media companies a powerful new way to create, experience, share, and discover music and visual media. Music Intelligence Solutions “intelligent systems” are a natural evolution of over 15 years of research and development experience in innovative inventions and algorithm breakthroughs in markets such as Internet and telecommunications networks of its sister company AIA in Barcelona.

Music Intelligence Solutions’ global headquarters reside in San Francisco, CA and the European headquarters reside in Barcelona, Spain. For more information about Music Intelligence Solutions, visit the company website at [www.uplaya.com](http://www.uplaya.com).

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