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Reciprocal Acquires a2b music's Team and Forms Reciprocal Music Division; New Group Will Deliver End-to-End Solutions for Burgeoning Digital Distribution Business

[Business Wire](#), [May 18, 1999](#)

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NEW YORK--(BUSINESS WIRE)--May 18, 1999--

In a move calculated to help the music industry address the complex challenges of digital distribution of music via the Internet, Reciprocal(TM) today announced the formation of Reciprocal Music. This division will provide complete digital rights management (DRM) solutions to the music industry. To lead this new division, Reciprocal has acquired the AT&T a2b music(sm) team including co-founders Larry Miller and Howie Singer. Miller will serve as president and Singer as senior vice president of business development, music division. Miller and Singer are highly regarded by the music industry as pioneers and innovators in digital music distribution. Miller will report to Paul Bandrowski, president and CEO of Reciprocal.

"The digital music distribution market is developing at a dizzying rate. Thus far, the market has been characterized by many offerings that address only discrete pieces of the entire problem, making it virtually impossible for music businesses and consumers to know where to turn for the technology that best suits their needs," said Bandrowski. "By combining Reciprocal's established DRM capabilities with the a2b music team's extensive expertise and relationships within the music industry, Reciprocal Music will hit the ground running, offering a foundation from which the music industry can build new business models and create revenue streams that benefit both labels and artists."

"Reciprocal Music is uniquely positioned as the first company of its kind to deliver end-to-end solutions that allow everyone in the value chain - music companies, artists, retailers, publishers and royalty management organizations - to fully realize the advantages of digital distribution," said Miller. "The market has evolved to the point where support for multiple platforms, file formats and audio players within a complete DRM solution is required to make digital music distribution successful and profitable. At Reciprocal Music we look forward to building upon our past relationships with AT&T, as well as with other digital distribution providers."

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Reciprocal Music's DRM Solution

Not just an e-commerce content protection technology, Reciprocal's DRM solution includes sophisticated offer management tools that enable music businesses to dynamically control the terms and conditions surrounding content consumption by consumers. It also includes back-office infrastructure, which handles asset management, royalty tracking and payment, usage audit, consumer data warehousing, database marketing and consulting services in a highly automated, accurate, efficient and effective manner.

Furthering its strategic business and technology partnership with InterTrust Technologies Corporation, Reciprocal will soon release its global DRM solution built upon InterTrust(R) technology. Reciprocal's distinct InterTrust-based DRM solution incorporates the MetaTrust Utility's unique, interoperable, trusted and secure foundation for electronic commerce, making it the most dynamic offering to date. This solution addresses the need for global digital rights management that is applicable to any industry with vast amounts of content. With general availability expected in the third quarter of this year, the solution will address the music and entertainment market as well as the educational publishing, professional publishing and distance learning industries.

Reciprocal's DRM solution based on Microsoft's Windows Media Rights Manager, a component of Windows Media Technologies 4.0, is in beta testing with general availability expected in the third quarter of this year.

Reciprocal Music, which will be located in New York City, will leverage the strategic relationships that Reciprocal has forged with InterTrust Technologies Corporation and Microsoft Corp.

Reciprocal Music to Leverage a2b music Expertise

Larry Miller has more than 20 years experience in the music industry and has held executive positions in management consulting, marketing and radio broadcasting. Miller is looked to as an industry expert on digital distribution issues and is frequently quoted in Internet and general business publications. In his 20 years with AT&T, Howie Singer has held various management positions and worked on numerous leading-edge technology projects including videophones, smart cards, home networks and cellular phones. Singer is an active participant in the Secure Digital Music Initiative (SDMI).

The a2b music team created successful cross-media promotions for such top recording artists as Alanis Morissette, Aerosmith, Bonnie Raitt, Tori Amos, Willie Nelson, Garbage, Lenny Kravitz, Counting Crows, Brian Setzer and Busta Rhymes. During Miller's and Singer's tenures, a2b music set the standard for digital download promotions and commerce, with such flexible licensing options as "try-it-then-buy-it," enhanced CDs

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with encrypted bonus tracks, pre-order campaigns, and medley downloads. They also worked with J-Bird Records to create one of the first digital download stores for an Internet label. Their clients included all five major labels and top independents as well as Alliance Entertainment, Camelot Music, Fairwest Direct, Inc., First Auction, HMV-UK, N2K's Music Boulevard, RealNetworks, Tower Records, Trans World Entertainment and the Rock and Roll Hall of Fame and Museum.

About Reciprocal

Reciprocal offers a complete business solution. By combining a suite of DRM technology and back-office services and consultancy, Reciprocal has created a powerful, "start-to-finish" solution for content companies seeking to leverage their valuable digital assets -- whether it is text, music, images, video, or software. It licenses its solution to companies with significant digital content that seek new distribution and business-model opportunities over the Internet or any other electronic medium.

Privately held, Reciprocal has received funding from Microsoft Corp., as well as from venture capitalists Adams Capital Management, Chase Capital Partners, Constellation Ventures, Flatiron Partners, SOFTBANK Technology Ventures, Venrock Associates, XDL Capital Corporation and Web Ventures. Reciprocal's strategic partners are InterTrust Technologies Corporation and Microsoft Corp. The company maintains offices in New York City, Buffalo, and Research Triangle Park, N.C.

Reciprocal is a trademark in the USA and other countries of Reciprocal Inc.

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To learn more about Reciprocal, please visit its web site: <http://www.reciprocal.com> .

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