



ARTISTdirect and Boopsie Announce Partnership to Launch ARTISTdirect Mobile Branded Clients

Deal provides mobile users instant access to ARTISTdirect's vast content library via handsets

SANTA MONICA, CA – July 29, 2008 - ARTISTdirect, Inc. (www.artistdirect.com), the premiere Internet resource for music and entertainment news and artist information, today announced it has signed an agreement with Boopsie, Inc., a leading supplier of mobile search clients and server infrastructure, to create ARTISTdirect-branded mobile channels on the Boopsie Mobile Platform.

Through the deal, ARTISTdirect will provide a constant feed of branded indexed music news and artist information from the vast amount of deep content on its website. Boopsie users with handsets supported by Blackberry, J2ME, Palm OS, Symbian S60, Windows Mobile and the iPhone will be able to enjoy ARTISTdirect's robust catalog of entertainment which will also be available via the Boopsie desktop search engine. "This important partnership with Boopsie allows us to mobilize our content in a way that makes ARTISTdirect's vast multimedia content easily searchable and accessible on mobile handsets for millions of entertainment fans," said Dimitri Villard, CEO of ARTISTdirect. "We recognize that today, people use their mobile phones as the ultimate, always by-their-side discovery tool for entertainment and we want to give them the simplest way to experience our rich library of information wherever they are."

"The significance of mobile indexing cannot be underestimated, particularly when you're working with a brand such as ARTISTdirect that provides some of the most searched content on the Internet, such as biographies and song lyrics," said Greg Carpenter, CEO of Boopsie, Inc. "Now, entertainment fans will be able to easily find and browse through ARTISTdirect content while on-the-go. Unlike other search engines, Boopsie is designed for mobile to instantly display specific information with just a few keystrokes as opposed to a list of Web sites. The Boopsie Mobile Platform delivers indexing in real-time so ARTISTdirect's entertainment news is constantly updated and fresh for mobile users."

Along with hundreds of thousands of pages of deep content on music and film artists covering every genre, ARTISTdirect provides 24/7 in-depth coverage of music and entertainment news with behind-the-scenes interviews, reviews and exclusive music festival information with a full-time editorial staff dedicated to keeping fans

in-the-know. Additionally, ARTISTdirect hosts a variety of music videos and robust video channels featuring content from ManiaTV, GoDigital, Comedy-Time, Suretone Records, Celebrities.com and the ARTISTdirect Archives amongst others.

About ARTISTdirect, Inc.

Headquartered in Santa Monica, CA, ARTISTdirect.com is the premier destination for all things related to music and film and their artists. Through its rich, multimedia repository of contextually relevant information and entertainment, the company creates deep connections between artists and fans that deliver benefits to both the entertainment consumer and the entertainment industry. ARTISTdirect.com receives over 5 million unique visitors per month while the ARTISTdirect network, a family of related Web sites, draws more than 45 million monthly unique visitors. Featuring the latest hit videos, streams, free downloads, breaking news, in-depth interviews with musicians, actors, filmmakers and film score composers, a huge data base filled with biographies and discographies plus hard-to-find information, as well as CDs, concert and movie tickets for purchase, ARTISTdirect.com is the ultimate resource for anyone with an appetite for finding new and interesting content about their favorite artists and their music and films. For more information please visit www.artistdirect.com

About Boopsie, Inc

Based in Laguna Beach, California, the Boopsie Mobile Platform was built from the ground up to leverage the latest capabilities of mobile phones. The company's patent pending technology overcomes the limitations of small cell phone displays and keyboards by using a Smart Prefix™ text entry system to quickly find exactly what users are seeking. For content publishers, Boopsie provides a brand-friendly environment that creates mobile ready versions of their web offerings in real time. The Boopsie Mobile *FIND* engine is available for virtually all cell phone handsets and operating systems including Blackberry, BREW, Palm, Windows Mobile, Java, Symbian and the iPhone.

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