



AdShare Appoints Jim Selby as President

Former Naxos CEO / ole Executive To Expand AdShare Services/Capitalization, Oversee VidaPrimo Latin MCN

AdShare, the leading social media monetization service for music, film and sports rights-holders, announced the appointment of Jim Selby as President. The announcement was made by AdShare CEO Jason Peterson. Selby is probably best known in the music industry for his long tenure as CEO at Naxos, the world's largest classical music label and distributor. During his career, Selby has been deeply involved in the music industry's digital evolution, working such landmark deals as the launch of the iTunes store, YouTube's agreement with independent record labels, licenses for the first subscriptions services for Spotify and Rhapsody, innovative "scan 'n match" deals for iTunes, Amazon and Google, as well as direct deals with SiriusXM and Clearchannel. Selby currently serves on the Board of Directors of the Association of Independent Music. Part of Selby's duties at AdShare will be to oversee the recently launched VidaPrimo with co-founders Seth Ingram and Brian Kupchik.

Culture of Innovation

"I'm ecstatic to welcome Jim Selby as AdShare's President," says Peterson. "As AdShare expands, we need someone to augment our culture of innovation with a culture of business development and industry problem solving. Jim's expertise is second to none and spans the gamut from top level business model development with digital service providers to forensic accounting for music publishing royalties. Jim will team with myself and AdShare COO Jay Winship to continue our global expansion."

The AdShare Solution

For his part, Selby spent the last year and a half as Senior VP at ole, a large, independent music publisher. Before that, he spent sixteen years at Naxos of America, serving as CEO since 2007. Five years ago he met Peterson at an industry event. "Jason and I share similar perspectives of the music business," says Selby. "I saw that AdShare had the solution to many of the industry's challenges inherent in its operation and technology. AdShare has been a service provider for Naxos since 2008, so I had a good understanding of their capabilities and services. What I didn't see until now was the incredible talent inside the company along with an exceptional executive team. Coming to work with Jason is a natural step in all this. After spending more time with Jason (Peterson) and his team, I'm confident that we have the people in place to capitalize on all new iterations of the music business."

Recent Moves/What's Next

AdShare has been in expansion mode, last month acquiring Primo Media while launching VidaPrimo, the premier Latin music multi-platform and multi-channel network (MCN). With offices from South Korea to Sri Lanka, Selby believes artists and content creators are looking for ways to monetize their work on a global scale. "The music business is moving at light speed," says Selby. "It seems there is earth shaking nearly every day that could change the course of the industry in an instant. As for AdShare, we continue to raise capital to allow us to further expand our current services along with acquiring comparable rights and companies. In addition, I will focus on continuing to develop our Cinq music label and distribution as the premiere destination for Latin Urban content and build our client base in film/tv, labels and music publishing."

About AdShare™:

AdShare is the leading global social media monetization service for music, film, television, and sports rights-



holders. It brings together a technology oriented multi-disciplinary approach to monetizing fan engagement online. AdShare's offerings include providing full service YouTube monetization and for existing YouTube Partners, the most robust and effective optimization service on the market - generating substantial new revenue for its clients. Over 150 major media clients trust AdShare to monetize their brands and more than two million of their copyrights online. Nearly 800 million people from around the world engage with content represented by AdShare every month. AdShare is an autonomous subsidiary of GoDigital Media Group (GDMG), a media and technology holding company and early stage venture capital fund.

AdShare. Engaging Fans. Monetizing Brands.™



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