

Waterfall and Ida Maria return to indie roots

**Label Strikes New Deal To Ensure Success of
Norway's Most Promising Music Export
Ida Maria's 'Oh My God' is first release under new UK deal**

January 2009: Norwegian independent Waterfall Records, home to the hotly-tipped Ida Maria, is entering into a new JV deal that will secure the operations of the company over the next two years, the continued work towards success for their artists, such as Ida Maria, as well as the pursuit and development of new talent.

| The new campaign follows the ending of Waterfall's three year old licensing deal with Sony BMG.

Waterfall has now struck a deal with Anglo-American independent [- - -] which will see Waterfall artists marketed by PIAS's Integral division in the UK and by Fontana in the US.

Ida was originally signed by Norwegian independent Waterfall Records and appeared independently in Norway. But in the rest of the world she formed part of Waterfall's joint venture deal with Sony Music. Following the ending of that deal, Waterfall has taken back the rights to their artists' music, just as Ida Maria is on the verge of a major breakthrough.

Talks have begun to secure independent distribution for Ida in other major territories, although Sony has retained some rights in territories where it has already launched Ida Maria - including Denmark, Sweden, Japan and Australia.

| Waterfall founder Kai Robøle said, "It is rare that the independent sector gets an opportunity like this. The set up for Ida Maria has been great and now we can reap the rewards."

Ida Maria has just completed a sold-out tour of the UK, which will be followed by the first release under the new set-up; 'Oh My God' is out commercially in the UK on January 26 as the follow-up to the number 13 hit "I Like You So Much Better When You're Naked". The single has been playlisted at Radio 1, XFM and NME TV.

| Ida Maria has received strong online support from Pitchfork Media, celebrity blogger Perez Hilton and *Time* magazine (which named 'Oh My God' one of the top three songs of the year), and this has brought forward her launch in the US, scheduled for March 16th 2009. In time of writing Ida Maria is in the US doing 4 sold out gigs in LA and New York.

| Despite the deal with Sony BMG, Waterfall has always remained wholly independent in Norway, said Robøle. "Working with Sony BMG has been an interesting experience, but we are relishing the opportunity to work Ida and our other artists independently."

[- - -] founder [- - -] said, "Kai is one of Europe's most accomplished music executives and we are delighted to have the opportunity to work with him to deliver Ida Maria the success she deserves."

ENDS

For more information contact Waterfall at 23 08 50 80, kai@waterfall.no

About Waterfall

Waterfall is a record label, production company and music publisher which has enjoyed success around the world with its own artists such as M2M (who sold two million albums spearheaded by the worldwide hit Don't Say You Love Me), Babel Fish and Midnight Sons as well as delivering hits for the



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likes of 5ive/Queen, Kylie Minogue, S Club 7, Michelle and The Tweenies. Its current roster includes
| Ida Maria, Ina and Black Room.

Waterfall Music was founded in 1998, initially focused on signing Norwegian talent, songwriters and artists. Waterfall's substantial music publishing interests have seen it sign a number sub-publishing deals with the likes of Universal Music Publishing, Windswept, EMI Music Publishing and P&P Songs. Waterfall's most successful writer is currently Ina Wroldsen who has written for such artists as Pussycat Dolls, The Saturdays, Lindsey Lohan and Hayden Panettiere and the Britannia High soundtrack.

Waterfall Records was founded in 2002 as an extension of Waterfall Productions.