

## **BuyDRM Delivers Silverlight DRM Solution to Qtrax**

### **Ad-supported free music model goes mainstream with KeyOS**

Las Vegas, NV - April 20th, 2009 - BuyDRM, a Microsoft-licensed PlayReady DRM solutions and service provider, successfully launched its KeyOS Silverlight DRM offering with Qtrax. Utilizing BuyDRM's KeyOS technology, Qtrax will be able to expand their customer base and increase revenues. The KeyOS Silverlight DRM Solution provides a dedicated, scalable and robust platform for Qtrax to securely deliver content to the majority of Internet users.

"We have been using KeyOS for over a year now and have been highly anticipating the launch of Silverlight DRM powered by PlayReady. With support for PCs, Mac and soon Linux, the KeyOS Silverlight DRM Solution will allow us to tap into previously inaccessible audiences- immediately increasing our customer reach, relevance and revenue," said J. Christopher Roe, CTO of Qtrax.

Qtrax's enhanced capabilities are a testament to the superiority of BuyDRM's KeyOS platform. We are obviously very excited that our Silverlight DRM offering is now available and an industry first as both a solution and a service" said Christopher Levy, CEO and Founder, BuyDRM. "This achievement provides BuyDRM an opportunity to further distance the KeyOS platform from competitive offerings."

### **About Qtrax**

Qtrax is the world's first free and legal peer-to-peer music service which showcases an innovative ad-supported downloading model that easily directs revenue back to artists and rights holders. Qtrax has licensing deals with major labels, music publishers and leading indies, including: Warner Music Group (WMG), Warner Music International, Warner Chappell, EMI Music North America, EMI Publishing, Sony BMG MUSIC ENTERTAINMENT, Sony/ATV Publishing, Universal Music Group North America, Universal Music Group International, Universal Publishing,TVT Records, Beggars Banquet and more. Qtrax provides fans with access to a colorful and diverse catalog with millions of high-quality, high-fidelity digital music files. Based in New York City, Qtrax is a subsidiary of Brilliant Technologies Corporation, a publicly traded technology holding company.

### **About BuyDRM**

BuyDRM, a division of Austin, Texas based NFA Group Inc., was founded in 2001 by



Christopher Levy to meet the needs of the rapidly expanding pay media industry. Its flagship product KeyOS is both a service and solution, representing extensive research, development and practical use in deploying commercial digital rights management technologies. BuyDRM is a preeminent provider of Microsoft Silverlight DRM technology and a featured Microsoft partner, with more than 200 customers in the entertainment, enterprise and education industries. KeyOS was chosen by Streaming Media Magazine's viewers back-to-back for the Reader's Choice Award in 2007 and 2008.

For more information please visit <http://www.buydrm.com>

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