

MEDIA ALERT

50 Cent Sound Lab iPhone Remix App Notches 250,000 Downloads and One Million Remixes in First Two Weeks

App hits #1 on Music Charts, Top 25 of All Apps

(SAN FRANCISCO, CA) December 15, 2009- Built on the Romplr platform developed by branded content agency Moderati, the **vitaminwater**® Sound Lab app featuring hip hop superstar 50 Cent has already seen the lights and fame of popular branded app stardom. In the first two weeks after its induction into the AppStore, 50s Sound Lab app was downloaded more than 250,000 times by fans looking to remix the artist's newest single and quickly charted at #1 in Top Free Music apps. The app is available for download at www.appsto.re/50soundlab.

In addition to an unprecedented download count, user engagement figures are through the roof, with close to 1,000,000 remixes uploaded to the companion site 50soundlab.com. This success has led conversions of over 64,000 downloads of 50's latest single, *Baby By Me*, illustrating yet again Romplr's position as the ultimate vehicle for branded entertainment.

"we are very excited about the success of 50's sound lab, said rohan oza, chief marketing officer of coca-cola's active lifestyle brands. "clearly people's passion for vitaminwater and for 50's music were the perfect combination to take this app to number one."

The Sound Lab App is powered by Moderati's Romplr remix platform. Romplr allows fans to interact with music by creating their own versions of tracks by their favorite artists, thereby becoming part of the creative process themselves. The 50's Sound Lab App gives fans unprecedented access to the key elements of the original recording and provides creative tools to really connect with and personalize the new single. 50's Sound Lab App is available for free from the App Store on iPhone and iPod touch or at <http://www.itunes.com/appstore>

As well as being able to remix the new single, 50 Cent is giving one aspiring fan a chance to show off their skills and travel with a friend to meet the artist in New York City. Once all of the **vitaminwater** remixes have been uploaded, 50 Cent will scout out the best remix of his latest single and invite that person to meet up with him.



Users can record and share their personal mixes via Facebook, email, or on the online interactive music companion site: <http://www.50soundlab.com>.

About Moderati, a Bellrock Media Company

Moderati is a branded content agency that helps brands connect with their consumers through engaging entertainment experiences. The company delivers the best digital content to consumers when, where and how they want it, with a mission to engage and entertain through creativity, technology and humor. Moderati has deep roots in mobile content and entertainment, and has been a trusted partner of top-tier wireless carriers since 2001. The company is a subsidiary of Japan's leading branded entertainment shop, Bellrock Media, with backing from Yoshimoto Kogyo, the agency that dominates talent management and production in Japan. Moderati is headquartered in San Francisco, CA.

For more information, visit the Website at <http://www.moderati.com>.

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