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## MIYOW UNVEILS WINNER OF ONLINE SURVEY LUCKY DRAW

MANNHEIM, Germany, 15 December 2004.

Miyow today unveiled Hinnerk Donath, Germany, as the winner of its online survey lucky draw. Miyow, a Sydney based company, is the global market and technology leader for personalised music. The company has developed the revolutionary LyriMix™ audio technology, allowing users to change the words in songs in real time.



*Hinnerk Donath, winner of the iPod from Miyow's online survey*

Hinnerk is the lucky winner of a latest generation iPod mini. "We would like to thank all participants in our survey for their time and effort, which helped us develop our range of truly revolutionary music products", says Terence Ling, Creative Director of Miyow. The company will launch the **world's first personalised music download service** in the first quarter of 2005 under the brand **Lyricize.com**. It will allow users to create personalised songs for occasions such as love, birthday, invitations and saying hi. Songs can be downloaded as MP3 and as ringtones to mobiles, or sent to friends with a matching greeting card. Users can **insert their own or**

**their friend's names into songs and customise the rest of the lyrics and the soundtracks** with a few simple clicks in seconds through the Lyricize.com website. No special software or knowledge of music is required. Miyow's LyriMix™ technology mixes the song in real time and makes it available for immediate download as mp3.



Miyow also offers **turnkey personalised music solutions for businesses**. Personalised songs help businesses boost sales and brand recognition. They allow companies to tailor the words sung in advertising, promotions, websites. Each song contains the customers' name and personalised messages sung to the melody of a corporate tune or popular songs. These lyricized songs can be downloaded as MP3s, ringtones or sent as email or MMS greetings.

Hundreds of music consumers from all over the world participated in the company's online survey, which identified trends in music consumption and digital music trends, e.g. downloading, ringtone consumption and the use of music as gifts. The survey was a vital part in tailoring the company's strategy to the needs of today's music consumers.

More details are available at <http://www.miyow.com>.

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