

Destiny Media Enhances Australian Presence By Adding Local Reseller

SGC Media to Represent Play MPE® as Interest from Indies Continues to Grow

VANCOUVER, April 10, 2015 /CNW/ - Destiny Media Technologies (TSXV: DSY) (OTCQX: DSNY) is pleased to announce it has signed a non-exclusive reseller agreement with SGC Media Pty, Ltd. (<http://www.sgcmmedia.com>) to represent the Play MPE® system in the Australian and New Zealand markets.

SGC Media is a music marketing company with fifteen years of experience acting as a publicist for some of the biggest independent artists in Australia. As a Play MPE® reseller, SGC Media will be involved in direct sales, client services, marketing, list management, training, and customer support. Play MPE® will be marketed by SGC through their label services arm MusicSend (www.musicssend.com.au) which provides tools to independent labels, publicists and music managers to enhance their business offerings.

"We are very pleased to have partnered with Play MPE® to securely distribute music for our clients," said Stephen Green, Managing Director at SGC Media. "Through all sections of our business, the delivery of secure, quality content is key to breaking new music and Play MPE® is the natural choice as Australia's leader in secure digital music delivery."

"We are pleased to welcome SGC Media as a new partner for Play MPE® in Australia," said Dale Borland, Destiny Media Chief Operating Officer. "We currently have all the major labels and some of the largest independents in Australia under contract with Destiny and our partnership with SGC and will further strengthen our value proposition in this important market. We believe that this partnership will create great value for independent labels and artists in Australia and help to further Play MPE®'s continued growth."

About SGC Media

SGC Media and its principal Stephen Green have been providing quality independent music marketing solutions for over fifteen years. Through their PR imprints SGC (www.sgcmmedia.com) and Title Track (www.titletrack.com.au), as well as its label and publicist services arm Music Send (www.musicssend.com.au), the company focuses on providing solutions for the professional marketing of independent music in the Australian market and beyond.

About Destiny Media Technologies, Inc.

Destiny Media Technologies (DSY.V) (DSNY) provides services that enable content owners to securely display and distribute their audio and video content digitally through the internet. The Company's two major services are Clipstream® and Play MPE®. Clipstream® (www.clipstream.com) is a video format that plays on any modern smart phone, tablet, internet, TV, or computer. With Clipstream®, there is no player to configure or install, videos never go obsolete, and there are up to 90% cost savings from caching. Play MPE (www.plaympe.com) provides a standardized method to securely and cost effectively distribute pre-release music to radio stations and other music industry professionals, before it is ready for sale. More information can be found at www.dsnv.com.

SOURCE Destiny Media Technologies, Inc.

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