

20 October 2011

TNC ASX Announcement

Valleyarm catalogue to be licensed to Deezer

ASX:TNC

Highlights:

- Second retailer in France behind iTunes in revenue
- Valleyarm catalogue available to 37 million users across Europe

The Directors of Transol Corporation Limited ("Transol") are pleased to announce that Valleyarm Digital Pty Ltd ("Valleyarm") has entered into a Global Content License Agreement with Blogmusik SAS ("Deezer") for its Deezer streaming service.

The Agreement allows for Valleyarm's catalogue of over two million audio and video tracks to be made available on the Deezer website, allowing Deezer's 20 million users and 1.3 million paying subscribers to access Valleyarm's catalogue. The deal will also allow distribution of Valleyarm's catalogue to Deezer's newly announced partnerships with telecommunications companies Orange in the United Kingdom and Belgacom in Belgium.

Deezer offers two models to its users, both ensuring that the content owner is paid for the streaming of their content. Users can stream audio and video tracks for free in France, with advertising played around the content, and content owners such as Valleyarm are paid based on advertising. Deezer also offers a premium subscription service, whereby users have a higher quality of sound, are allowed to temporarily download their music on mobile devices and do not see advertising with their streaming of content. Content owners such as Valleyarm are paid for their percentage of play against the subscription fee.

Deezer is also one of five music services selected by Facebook to be part of its music environment, meaning that the Valleyarm catalogue will be available to Facebook users who have Deezer accounts worldwide.

Marc Roubourdin, Label Relations for Deezer said "We look forward to offering Valleyarms extensive catalogue to Deezer users , it is definitely an important step in our international content acquisition quest".

Gary Mackenzie, Managing Director of Valleyarm said "Deezer is an important outlet for Valleyarm's sales growth in Europe with its unique model and strong growth in the region. With 1.3 million paying subscribers to its premium offers, we expect to see significant revenue from the store."

About Deezer

Launched four years ago as an ad-funded streaming service in France, Deezer is now the leading European Music On Demand website with 20 million members and 1.3 millions premium paying subscribers in France and UK. Deezer's premium solution gives multiple-device streaming access to all music on mobile phones, tablets, PCs, Macs, IP TV and MP3 players. Subscribers can search for, share and listen to more than 15 million tracks and 50 million playlists. Thanks to its Editorial Team, Deezer users can also discover new songs and artists through thousands of weekly recommendations and radio channels.

Today, Deezer is en route to reproduce its French success overseas and will be launched shortly in many other countries. Deezer has ambitious plans, some impressive strategic partners and a burning desire to become the leading international music service made for music lovers by music lovers.

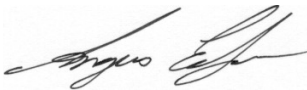
About Valleyarm

Valleyarm specialises in the digital distribution, publishing and online marketing of music and video content focused primarily on content and services within the Asia Pacific Region, along with representation in eastern and southern Africa, the Pacific and Europe. Valleyarm incorporates a unique solution emphasising an "Asia-In" "Asia-Out" model providing digital music content distribution and sub-publishing services which enable Asian content owners to monetise content external from their homeland, and to provide an Asian gateway for western acts and labels to monetise their content in non-traditional markets.

The Valleyarm catalogue of over two million tracks includes single, album and video titles from high profile artists such as Powderfinger, Ungu, Dick Figures, Keith Jarrett, Nidji, Peterpan, Elvis Presley, Martin Solveig and Ella Fitzgerald.

Valleyarm has existing offices in Australia, New York, Singapore and Berlin, and partners throughout Asia, the Pacific, the Middle East, UK and Europe. For further information visit the Company's website at www.valleyarm.com.

For further information, please contact Angus Edgar on +61 3 8610 8633.



ANGUS EDGAR
DIRECTOR