



**FINDING ANSWERS
FOR HUNGER
AND POVERTY**

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WHY's ARTISTS AGAINST HUNGER AND POVERTY APPLAUDS QTRAX'S LAUNCH AT MIDEM OF THE FIRST FREE & LEGAL P2P MUSIC SERVICE

MIDEM CONFERENCE, CANNES, FRANCE and NEW YORK, NY—January 27, 2008—Artists Against Hunger Poverty: A Program of WHY joins other music industry leaders in saluting the launch of **QTRAX (www.QTrax.com)**, the world's first free and legal peer-to-peer (P2P) music service, at MIDEM, music business conference. QTRAX will support the charity by prominently displaying its banner advertising on QTRAX's website.

With Bruce Springsteen as a founding member and other prominent artists like Michael McDonald, DMC, Jackson Browne, Lupe Fiasco, Aerosmith and others, Artists Against Hunger & Poverty is a program of WHY (World Hunger Year) that enlists performing artists to raise awareness and funds for the fight against hunger and poverty. WHY is helping thousands of America's hungry connect to food pantries, soup kitchens, shelter, and government programs in their neighborhoods by providing immediate help via the National Hunger Hotline 1-866-3-HUNGRY. WHY also supports the work of more than 8,750 community-based organizations working on the frontlines to help poor and hungry Americans move out of poverty, more specifically helping them tap their own power to be self-reliant through job training, life skills, urban farming, after school programs, affordable housing, entrepreneurial businesses, and much more. WHY fights hunger and poverty worldwide with grassroots solutions that secure basic rights to food, water, land, jobs, and credit.

"The launch of QTRAX as a free and legal download site marks a significant moment in the music industry and WHY is pleased to be on the ground floor as a charity partner. WHY's Artists Against & Poverty initiative has deep ties in the music community and this will further expand our efforts to help the millions of people around the world who are hungry and live in poverty" said Noreen Springstead WHY's Director of Marketing and Fundraising.

QTRAX's Allan Klepfisz said: "QTRAX is thrilled to have the opportunity to support the outstanding work of World Hunger Year and Artists Against Hunger & Poverty by informing its consumers about the work of World Hunger Year and providing links to the World Hunger Year website. QTRAX looks forward to other opportunities to partner with Artists Against Hunger & Poverty to eradicate suffering worldwide."

About WHY Founded in 1975, WHY (World Hunger Year) is a leader in the fight against hunger and poverty in the United States and around the world. Convinced that solutions to hunger and poverty can be found at the grassroots level, WHY advances long-term solutions to hunger and poverty by supporting community-based organizations that empower individuals and build self-reliance. WHY envisions a world without hunger and poverty to be achieved by shifting prevailing viewpoints on why hunger and poverty exist and by influencing policymakers to put an end to this human tragedy. Bruce Springsteen is a founding member of Artists Against Hunger & Poverty. WHY is a not-for-profit registered 501(c)(3) organization founded by radio talk show host and present Executive Director Bill Ayres, and the late singer-songwriter Harry Chapin.

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WHY is a leading advocate for innovative, community-based solutions to hunger and poverty. WHY challenges society to confront these problems by advancing models that create self-reliance, economic justice, and equal access to nutritious and affordable food.

www.whyhunger.org

About QTRAX QTRAX (www.QTRAX.com) is the world's first free and legal P2P music service. Showcasing an innovative ad-supported delivery model that easily directs revenue back to artists and rights holders, QTRAX is the first peer-to-peer offering to be fully embraced by the music industry. QTRAX has successfully signed licensing deals with the major labels, music publishers and leading independents. QTRAX will provide fans with access to a colorful and diverse catalog with millions of high-quality digital music files representing the broadest artist-based fan-directed array of products available anywhere. Based in New York City, QTRAX is a subsidiary of Brilliant Technologies Corporation a publicly traded technology holding company (OTC: BLLN.PK).

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