

D-STAR BEGINS TRIALS OF PLAY MPE^(TM)

May 15, 2008

The Shooting Star Picture Company's **D-STAR** division is pleased to announce the start of trials of **PLAY MPE^(TM)**, the new generation of B2B music delivery in Australia.

PLAY MPE^(TM) is already the #1 digital delivery platform in North America and commences trials this week with content from both major and independent labels from around the country.

“We have had much success in the last few years with our **D-STAR** Video product and the time was right to launch a new generation product to revolutionise the delivery of audio from Record Labels to their numerous media partners,” said CEO Peter Skillman.

“In a world where around 80% of singles are being bought digitally by the public, it makes no sense to still have CDs floating around Australia Post vans in jiffy bags on their way to media. For the first time, **D-STAR's PLAY MPE^(TM)** provides radio stations with a technologically advanced, simple, reliable and secure platform to obtain music in the formats they require..”

The trial of **PLAY MPE^(TM)** will initially concentrate on radio, with plans to expand to other media later in 2008. The company is currently allocating logins for the system to music programmers around Australia as part of their trial phase of the system. If you would like to learn more, visit www.dstarmpe.com and email your details for the trial to stephen@dstarmpe.com

About Shooting Star Picture Company

Shooting Star (<http://www.shootingstar.com.au>) was established 16 years ago and is now at the forefront of commercial and television production, post-production and – with D-Star – the digital delivery of promotional assets. Shooting Star has also become a major force with its cinema advertising sales arm, Star Media, and is pioneering the delivery of high-definition cinema advertising.

About Play MPE[®]

With almost 21,000 users and over 82,000 songs from more than 1,000 record labels, including Universal Music Group, EMI Music Group, Sony BMG and Warner Music Group, Destiny's Play MPE[®] system is the most widely used digital distribution system available to the recording and radio industries. Play MPE[®] is a secure distribution system that features state-of-the-art encryption to protect content while delivering high definition audio to users in radio, marketing and media. A powerful promotional tool, Play MPE[®] also allows record companies to distribute video, text and graphics including music videos, CD covers, credits, lyrics, promotions, and other content. More information on Play MPE[®] can be found at www.plaympe.com

About Destiny Media Technologies

Destiny (www.dsnyc.com) is a software development company which provides tools that some of the world's largest media companies use to distribute their content on the Internet. Products include Play MPE[®], Clipstream[®] and Radio Destiny[™].

Safe Harbor Statement

"Safe Harbor" statement under the Private Securities Litigation Reform Act of 1995: This release contains forward looking statements that are subject to risks and uncertainties, including, but not limited to, the impact of competitive products and pricing, product demand and market acceptance, new product development, reliance on key strategic alliances, availability of raw materials, the regulatory environment, fluctuations in operating results and other risks detailed from time to time in the Company's filings with the Securities and Exchange Commission.