



LIMEWIRE STRIKES DEAL WITH UNIVERSAL MUSIC GROUP FOR ITS MUSIC NFT LICENSING PLATFORM

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LimeWire has inked a deal with Universal Music Group (UMG) for content licensing on a global scale, opening up the LimeWire collectibles marketplace to all artists under the Universal Music Group umbrella.

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LimeWire and UMG will focus on quality content, utility and accessibility for the mainstream by offering unique NFT projects for artists and fans in a trusted environment.

NEWS



**BERLIN, GERMANY,
May 17, 2022 –**

LimeWire, a digital collectibles marketplace, announced today that it has struck its first major music label partnership with

Universal Music Group (UMG), the world leader in music-based entertainment, and will collaborate on making digital music collectibles accessible to a wider audience. UMG artists, as well as many of its iconic record labels including: Interscope Records, Republic Records, Def Jam Recordings, Capitol Records, Motown Records, Geffen, EMI, Virgin Music and more, will be able to leverage the LimeWire marketplace as an additional platform to explore unique ways to engage with fans through digital music collectibles and Web3, and generate new revenue streams. As part of this partnership, UMG will provide licences that will allow LimeWire to partner with UMG artists in order to launch innovative music-based NFT projects utilising the LimeWire marketplace.

In March, LimeWire announced it is relaunching later this year as a mainstream-ready digital collectibles marketplace for art and entertainment, initially focusing on music. It will be a one-stop marketplace for artists and fans alike to create, buy and trade NFT collectibles with ease. This month, LimeWire announced it has raised USD \$10.4M in a private sale of its LMWR token led by large VC firms, Deadmau5's 720Mau5 venture fund, as well as DAO Jones, a group of

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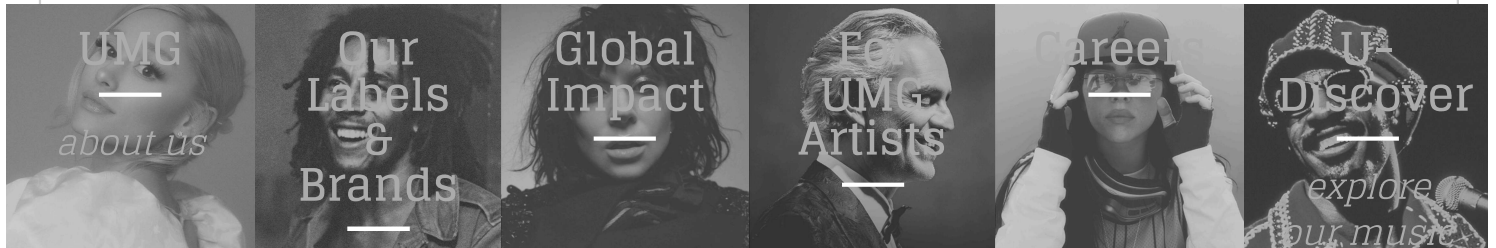
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publishing, merchandising and audiovisual content. Featuring the most comprehensive catalogue of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms, and business models to broaden artistic and commercial opportunities for our artists and create new experiences for fans.

NEWS

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