



For Immediate Release

**hmv GETS CUSTOMERS CLOSER TO THE STUFF THEY LOVE
WITH NEW REWARDS PROGRAM**

Toronto, ON (June 14, 2010) – hmv Canada is rolling out the newest component to its evolving brand - purehmv - a customer rewards program that enables members to collect and redeem points earned on purchases made at hmv stores or at hmvdigital.ca for exclusive money can't buy rewards.

purehmv is unique to the Canadian loyalty card landscape as it goes beyond other rewards programs by offering more than just discounts on future purchases. As an exceptional incentive, members can collect points that can be tracked online and redeemed in the purehmv.ca Arena for VIP offers, including:

- Autographed merchandise and collectibles;
- Backstage passes and VIP experiences;
- Front-of-the line access to exclusive events;
- Tickets to sold-out concerts, events and movie premieres;
- Exclusive limited-edition items;
- Unique items and collectibles related to music, movies and videogames and other exclusive items and opportunities.

“Our customers are passionate about all forms of entertainment and, because of their desire to get closer than ever to the bands, movies, games and authors they love, hmv created the purehmv rewards program,” says Humphrey Kadaner, President of hmv Canada. “The introduction of purehmv is part of our continued commitment to being the premier entertainment destination for Canadians.”

Back by Popular Demand

Since the hmv Canada “buy 10 get one free” frequency reward card was discontinued in 1999, core customers have expressed an interest in a new customer rewards program.

In a recent survey, a significant percentage of regular and occasional hmv shoppers expressed an interest in the purehmv rewards program. The program was particularly appealing to hmv’s core younger shoppers.

How purehmv Works

For a \$3.00 (CAD) annual fee, customers can purchase a purehmv card at any hmv retail location. Members earn 100 pure points for every \$1.00 (CAD) or 1 point for every penny they spend in hmv stores or online at hmvdigital.ca. These points can be redeemed for either: a) cool stuff money can’t buy at the purehmv.ca Arena, where visitors will be able to search for rewards by product favourites, artist/talent name or specific item; or b) for discounts in-store. Members who register at purehmv.ca will receive 1,000 bonus points.

The Cool Stuff Money Can’t Buy

Some of the exciting rewards and exclusive contests purehmv has to offer, includes:

- Meet Perez Hilton in Toronto – 50 pure points for contest entry;
- Attend the L.A. Premiere of Leonardo DiCaprio’s New Film *Inception* – 50 pure points for contest entry;
- *The Twilight Saga: New Moon* – Numbered Film Cell – 20,000 pure points;
- *Prince of Persia: The Forgotten Sands* – Sand Timer – 25,000 pure points;
- Justin Bieber – *My World* Autographed Plaquemount Poster – 40,000 pure points;
- Stephen King – *Lisey’s Story*, Autographed Hardcover Book – 50,000 pure points;
- Montreal Canadiens – Autographed Mini Hockey Stick – 50,000 pure points;
- Bruce Springsteen & The E Street Band – “Wrecking Ball” 10” Vinyl – 75,000 pure points;
- Chickenfoot – Autographed Ibanez Guitar – 250,000 pure points.

Industry Support for purehmv

purehmv has been widely received by hmv's industry partners, who have come onboard to support the program by offering exclusive rewards, one of a kind items and experiences.

"purehmv is a conduit for the passion that links Universal, hmv and its customers; the passion for film," said Steve Dorman, President Universal Studios Home Entertainment Canada. "Collectability has always been an integral part of that passion and with purehmv, we can take that to a whole new and exciting level."

According to Sony Music Entertainment Canada. President, Shane Carter, "we are excited about the launch of purehmv, as we think it is a fantastic program, as well as a unique vehicle for us showcase rare collectables and share exclusive VIP experiences – ultimately, bringing fans closer to our talent and their music."

The Evolution of a Brand

purehmv comes to Canada at a time when the hmv brand is rapidly evolving. This includes the modernization of its store locations (with an expansion of the technology and book categories), the launch of hmvdigital.ca (Canada's only major music download site that is 100 per cent MP3 DRM-free) and the upcoming introduction of an apparel and fashion accessories line due out this summer.

"It is an exciting time for hmv Canada as we continue to embrace new and emerging entertainment offerings. purehmv is just one of many additions that are currently being made to the brand as we expand our offers in Canada and further solidify our leading position in the entertainment retail market," says Kadaner.

Following in Famous Footsteps

The purehmv program in Canada follows in the successful footsteps of purehmv UK. Launched in May 2009, purehmv UK has been embraced by UK consumers, having attracted over one million members in its first year. The rewards program now accounts for a substantial portion of weekly transactions. hmv believes its consumers in Canada will welcome the purehmv card at levels that match or exceed the levels seen by consumers in the UK in terms of purehmv membership, as well as ongoing consumer usage of the purehmv card.

About hmv Canada

With over 80 years of music retailing history and 380 plus stores worldwide, hmv is the world's premier retailer of music, DVDs/Blu-ray movies, videogames, books and more. Since 1988, hmv Canada has grown from a small retail music chain to become one of Canada's entertainment market leaders with over 125 stores from Newfoundland to British Columbia.

hmv is part of the HMV Groups Plc., which also operates the Fopp music and entertainment chain in the UK, Waterstone's bookstores in the UK and Ireland and hmv stores in Canada, the UK, Hong Kong and Singapore. For more information on hmv Canada, please visit www.hmv.ca.

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For more information on purehmv or to schedule an interview with an hmv spokesperson, please contact:

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