



**Sound Revolution Inc. (OTC BB: SRVN) announces appointment of Robin Ram as President and Chief Executive Officer.**

TORONTO, ON— June 12, 2007 - Sound Revolution Inc. (“Sound Revolution”) a digital entertainment distribution, marketing and technology company, has announced the appointment of Robin Ram as President and Chief Executive Officer of Sound Revolution.

Sound Revolution’s Charity Tunes is North America’s first charity-driven digital entertainment distributor, offering music fans the opportunity to support charities by downloading their favorite tunes. Charity Tunes partners with artists to determine the percentage donation of each download to one of a number of charities. The minimum donation is 10% and varies according to the promotional agreement. Charity Tunes website can be accessed at [www.charitytunes.com](http://www.charitytunes.com).

"I believe that our proprietary technology platform, our content and our management will allow Sound Revolution to compete at a high level in the digital environment;" says new President and CEO, Robin Ram, "I will continue to build our alliances with content providers and charities and I look forward to developing new strategic partners to help drive our success."

Until his appointment as President and CEO, Robin Ram served as Chief Operating Officer and Chief Marketing Officer of Sound Revolution. During his tenure as COO and CMO, Mr. Ram successfully negotiated deals that extended Sound Revolution’s library by over 2 million songs, and established alliances with distinguished charities such as the Canadian Red Cross, Big Brothers Big Sisters and War Child.

Mr. Ram has over 30 years of management experience in multimedia marketing, sales, distribution and operations in retail, supplier and mass market distribution channels of the entertainment industry in Canada and the USA.

Mr. Ram, as Senior Vice President Business Development of BrandXtensions, partnered in the creation, development, production and marketing of The Pilates for Life DVD Series, The Baby Tutor Children’s DVD series and Branded CD series with media companies such as Much Music, CMT, Scream Television and CHUM. The Pilates for Life DVD, nominated for a CEN Award, consistently appeared on the Top 10 Fitness Charts. The Baby Tutor Children’s Series received the Dove Family Seal of Approval and the Scream Halloween CD went on to be the #1 selling

Halloween CD in the marketplace. Mr. Ram also created custom private branded products for The Family Channel, Labatt Breweries, and negotiated distribution deals with both distribution companies and retailers across North America.

During his 5 year tenure as the Executive Vice President at an Independent Label, the label became and maintained the position as the # 1 Independent label in North America based on sales of music and other entertainment products. He is also responsible for creating exclusive Walt Disney Christmas music compilations which received Platinum and Gold awards for sales. He also negotiated and secured exclusive music compilations from Celine Dion and Walt Disney Records leading to exclusive retailer programs.

For four years, Mr. Ram acted as Vice President Purchasing & Marketing for Pindoff Record Sales Ltd., owners of Canadian music retail chain Music World. There he pursued and negotiated deals to expand business into non-traditional music retail areas and developed cross promotional programs with partners such as Hostess, Burger King and Kellogg's to expand branding programs.

From 1985 to 1990, Mr. Ram acted as Senior Vice President of Purchasing and Marketing for Sound Insight Ltd., the owners of A & A Records and Tapes, the largest music retailer in Canada at the time.

Throughout his career, Mr. Ram has personally created and executed programs which have raised funds for both regional and national charitable organizations such as the Canadian Red Cross, Music Therapy, Big Brothers/Big Sisters, and others.

### **About Sound Revolution and Charity Tunes**

Music can change the world. Sound Revolution Inc., an innovative new media corporation that marries business with social meaning, intends to change the world - of online content delivery. Sound Revolution has digital content management technology available for licensing and distribution services. It also wholly owns Charity Tunes Inc., whose charitytunes.com, a music download website, is unique in its promotional partnerships between musical artists and charities. For more info, go to [www.soundrevolution.com](http://www.soundrevolution.com) or [www.charitytunes.com](http://www.charitytunes.com).

## **Forward-Looking Statements**

Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements. Actual results may differ materially from those described in forward-looking statements and are subject to risks and uncertainties. See Sound Revolution's filings with the Securities and Exchange Commission, including, without limitation, Sound Revolution's recent Form 10-QSB and Form 10-KSB, which identify specific factors that may cause actual results or events to differ materially from those described in the forward-looking statements.

### **Contact:**

Sound Revolution Inc.  
Robin Ram, President  
(416) 271-9695  
info@soundrevolution.com  
www.soundrevolution.com