



Sound Revolution Inc. (OTC BB: SRVN) appoints John Melluso to its Board of Advisors.

Toronto, ON – October 3, 2007 – Sound Revolution Inc. (OTC BB: SRVN), a digital entertainment distribution and technology company, announces the appointment of John Melluso to its Board of Advisors.

Mr. Melluso's appointment brings over 30 years of mass market sales and management experience in the entertainment industry to Sound Revolution's Board of Advisors. He is presently Director of Sales, Central Region, for Universal Studios Canada, where he oversees major retail audio, video and mass accounts in Canada's largest retail market. Prior to joining Universal Studios over 9 years ago, Mr. Melluso spent tenures of three years at Polygram Filmed Entertainment and eight years at MCA Music Entertainment Group (now Universal Studios).

At Universal Studios, Mr. Melluso champions Big Brothers and Big Sisters of Canada, a charity with which he has been affiliated for over 10 years. His initiatives have resulted in a devoted commitment by Universal Studios to the cause of that charity, with staff participating in school mentoring programs and other volunteer activities, including communication initiatives through DVD insert advertising.

"Mr. Melluso brings important expertise and know-how to Sound Revolution's music retail endeavors. His unique skill-set will greatly inform our strategy to combine online music retail with charitable fundraising" says Sound Revolution's President and CEO, Robin Ram.

"I'm thrilled to be part of the Sound Revolution Board of Advisors, and look forward to using my experience to further the impact of Charity Tunes, who are providing funding and awareness to some of the great charities." says new Board of Advisor member, John Melluso

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.

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 or 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.

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