



Sound Revolution Inc. offers “Charity Tunes” to support the Canadian Red Cross

(Toronto – September 13, 2007) – Charity Tunes, North America’s first charity-driven digital entertainment distributor, is offering music enthusiasts the opportunity to support the mission of the Canadian Red Cross and other organizations by downloading their favorite tunes.

Charity Tunes partners with artists to determine the percentage donation of each download to charities such as the Canadian Red Cross. The minimum donation is 10% and varies according to the promotional agreement. Charity Tunes website can be accessed at www.charitytunes.com.

“We first thought of Red Cross because communities all over the world rely on them and we are proud to help support its humanitarian mission,” said Sound Revolution CEO, Robin Ram. “Charity Tunes will offer a dynamic new way to increase awareness of the Red Cross and raise money for humanitarian efforts both in Canada and around the globe. This opportunity is open to other charities as well.”

“With all the natural disasters that have been occurring such as floods in Asia, earthquake in Peru and Hurricanes in the Caribbean, the Canadian Red Cross is grateful to Charity Tunes for choosing our organization as a beneficiary,” said Paul Wharram, Interim Secretary General of the Canadian Red Cross. “Customers who purchase music from this site contribute to the mission of the Canadian Red Cross to improve the lives of vulnerable people.”

Charity Tunes Inc. (“Charity Tunes”) is a wholly owned subsidiary of Sound Revolution Inc. (OTC BB: SRVN), a digital entertainment distribution and technology company. The Agency and Promotion Agreement with the Canadian Red Cross will raise money and awareness of the Canadian Red Cross’ mission through encouraging visitors to support the Red Cross or other charities of their choice through Charity Tunes.

The Canadian Red Cross provides a wide range of humanitarian assistance to millions of people in Canada through disaster services and injury prevention services (such as water safety and first aid) and through community outreach programs. The Red Cross also help the world’s most vulnerable populations—victims of armed conflicts and communities destroyed by devastating disasters.

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