

we7 launches unlimited music access and 'music on the move' with new subscription services from £3.99 a month.

London Wednesday 27th January:- Building on its 'Play Button for the Internet' strategy, we7 will launch two Premium Music services.

From February 1st any of we7's 2.5m monthly UK users will have the choice between listening to music free but with audio and visual adverts, pay a monthly subscription to listen to music from its 4m-song jukebox without interruption, or choose to pay for any songs as MP3s from the fully integrated download store.

The new music services will be:-

we7 Premium – this service will allow unlimited access to over 4m songs from consumers PC's. Full songs and full albums will be available through a web browser with Personal Radio, Playlists and sharing as standard features. The normal monthly price for the we7 Premium service will be £4.99 but it will be launched with an introductory price of £3.99 for the first 90 days. No adverts - just 100% the music you want.

we7 Premium Plus – this service gives all the same access to music as the we7 Premium service but additionally supports 'music on the move' to the ever increasing number of smartphones. Initially, we7 Premium Plus will stream its music to Apple iPhones and Google Android devices, with a range of other phones and devices scheduled during 2010. 'Off-line' mode is a standard feature of the we7 service on phones, allowing consumers to listen to their playlists on their phones even when no 3G or wifi access is available. The we7 Premium Plus service will be available once the we7 iPhone application has completed the Apple Appstore acceptance process and will be £9.99 a month.

"we7 has come a long way in the last 12 months, type the generic term music into google in the UK and you get 1.6 billion entries and we7 is the number one result. Not bad for an ambitious UK business" states Steve Purdham, CEO of we7, he continues "The new premium services are about choice for the consumer, in the new digital music economy there is no single business model that fits all, that is why we give consumers the ability to listen to great music how they want, where they want and at a price they are prepared to pay.