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VALENTINO Opens Massive Sound Effects and Specialty Music Libraries for Ringtone, Ringback and Related Mobile Applications

Mobile Content rights to more than 50,000 sound effects and specialty music from the Valentino Production Music & Sound Effects audio archives now available to wireless carriers, providers and developers

New York 2005– Thomas J. Valentino Inc., the oldest (since 1932) and largest provider of sound effects and music audio clips to the feature film, TV, Radio and related industries in the US, has announced that their entire collections of specialty music and sound effects are now available for “Mastertone”, and “TrueTone” ringtone, ringback and related mobile entertainment applications. The catalog includes more than 300 CDs of specialty production music and over 50,000 sound effects. Sound effects recorded authentically from life including everything from human and animal noises, military effects, cartoon sounds, and sirens, to old-fashioned telephone rings; and specialty music from films and television in more than 43 different categories including national anthems, Americana, solo instrument, period music, folk numbers, marches, special occasion and more.

Content in the catalog is wholly owned by Valentino Inc. for both publishing and soundtrack copyright purposes so full “mastertone” and “realtone” licenses are available to carriers, mobile providers and developers under a single, nominal royalty revenue share distribution agreement. The company has for more than 70 years provided music and sound effects audio clips to more than 15,000 films, TV shows and radio programs ranging from television shows such as ALL IN THE FAMILY to films as diverse as TERMINATOR 3 to AUSTIN POWERS and THE BLOB. The company’s web site - www.tvmusic.com details all of its copyrights and provides a separate ringtone section link for the mobile entertainment industry.

This one stop comprehensive licensing ability enables carriers, providers and developers to encode and distribute sound effects and music to its wireless carrier customers in the form of rich media mastertones and realtones. The Valentino license enables its partners to clear the rights for its content and their customers and offer ringtones in major technology formats via subscription and ala carte models to wireless devices, including portable players, PDAs and mobile phones. This makes Valentino the “go-to” content provider for the unique specialty music and sound effects that are currently needed for the newest technology cellphones that are capable of playing “real” CD quality music and sounds as the old-technology “monophonic” and “polyphonic” computer generated sounds are phased out. Additionally, the ability of single source licensing for all of the copyrights within the Valentino collections guarantees a “no-problem” immediate solution for this type of audio clip. All of the content is provided to VALENTINO partners on either an 80 GIG External Hard Drive with over 8000 tracks in both .wav and .mp3 file format for ease of application or via an exclusive ftp site for downloading with all content furnished as .wav, .mp3 or the newest AAC formats, as well as on the company’s 300+ CD collections.

“Our license agreements provide our partners the ability to maximize the distribution channel for our TrueTone ringtone sound effects and music to wireless carriers,” said Tom Valentino, President of Valentino Inc. “All of the companies who become one of our partners for distribution of our unique and compelling content will find it very easy to instantly provide the very hardest to find audio content for their channels of distribution. Plus, the in-depth ability of Valentino to provide these audio libraries right away and at a favorable royalty revenue share business model and as complete files to their partners makes our company the primary source for this material.

“To address consumer demand, wireless carriers need to provide a deep and broad catalog of rich media ringtones that extends beyond conventional music,” said Tom Valentino. “By offering a unique sound catalog of rich media ringtone sound effects and specialty music, we enable carriers to address that consumer demand.”

About Valentino Inc.

Valentino Production Music and Sound Effects Library has provided music and sound effects audio clips in archival library format to the feature film, TV, Radio and related industries since 1932. It is the oldest and largest sound collection of this kind in the US. Having provided music and sound effects clips in this format for more than 70 years, the WALL STREET JOURNAL has said that “When you hear most any sound other than a human voice on television, radio, in the movies or theatre, there’s a good chance that it was developed in the Valentino studios.” For more information, visit www.tvmusic.com

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