FOR IMMEDIATE RELEASE

BEATPORT & LOOPMASTERS JOIN FORCES IN SOUNDS PARTNERSHIP

BERLIN, DE; LONDON, UK - AUGUST 1, 2019 - Beatport, the world's premier digital music store for DJs, has sold its Beatport Sounds business to Loopmasters, the leading online store for sound packs and plugins.

The transaction also includes a strategic investment in Loopmasters by Beatport to help accelerate the ever-growing production sounds business.

Beatport CEO Robb McDaniels said: "Our partnership with, and investment in, Loopmasters illustrates Beatport's commitment to delivering the best products to our loyal customers and the global DJ/producer community. Loopmasters' long history of delivering a world-class product and customer experience is going to be a valuable asset for Beatport's more than 36 million annual visitors for many years to come."

Loopmasters' Founder and CEO Matt Pelling said: "We are thrilled to integrate the Loopmasters product suite into the Beatport site, enhance our sound library with their licensed sounds catalogue and gain access to the amazing artist and label relationships they have cultivated over the last 15 years. The combination of these two great companies will surely create an unparalleled product offering for emerging and established producers around the world."

Launched in 2003, Loopmasters has an evolving product portfolio that includes an a la carte download store for sound packs, a cloud-based subscription service (Loopcloud), and Plugin Boutique. This is where the best music software companies sell their VST Plugins, Virtual Instruments, Synth Presets and Music Plugins.

Over the next year, Beatport will integrate Loopmasters' product suite into its website so that Beatport's DJ customers can easily browse and purchase music production tools. This is alongside Beatport's vast portfolio of expertly curated full-length tracks.

Loopcloud is the first product that will appear on the Beatport site under the new partnership. Loopcloud is the ultimate solution to inspire producers around the world, with millions of samples to audition and manipulate in perfect tempo and key with their digital audio workstation ("DAW") project. Importantly, this is before spending any money.

Future developments will include an enhanced product offering for Loopmasters' sister company Plugin Boutique.

About Beatport:

Founded in 2004 as the principal source of music for DJs, Beatport is the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on Facebook and Twitter and Instagram.

About Loopmasters:

Loopmasters is an English sound design record label based in Brighton, England. Loopmasters release and publish sample packs on the pro-audio market and cooperate with major software and hardware vendors including Akai, Pioneer, Roland and Serato. Since 2008, Loopmasters has been functioning as an online store for music composers, and their products work seamlessly with computer-based DAWs like Steinberg Cubase, Apple Logic, Propellerheads Reason or Ableton Live.

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