



## Want Jessica Simpson Happy Christmas Songs outside of Nth America? You'll need a smartphone

Aussie firm, and US music industry legend partner to delivery Jessica Simpson Happy Christmas content to the world

BigTinCan and Primary Wave Music are excited to announce that Jessica Simpson's Happy Christmas app is now available on the Apple App Store, BlackBerry App World, Mobihand app store and other leading smartphone app stores for global users outside North America. The app delivers exclusive content from Jessica's Happy Christmas album and present the only way to get access to content from the album outside of North America.

The apps are unique - the first time a leading global music artist has chosen to distribute content exclusively outside Nth America in a smartphone app. The apps deliver Jessica's music bundled with special content that provides an insight into Jessica's life in a way that has not been done before. Both the iPhone and BlackBerry versions allow users to export the music outside of your phone and add it to external music libraries.

"We see this new app as the future distribution mechanism for millions of fans around the world to access the artist's life and music in this innovative way," said legendary music industry executive and Primary Wave Music talent manager Jerry Blair.

"We see the smartphone as a great way of providing real value to music fans - they want to listen to the music but also share other parts of the life of the artist - in this app we are including content from Jessica Simpson's recent USO tour and special video from her TV Special" said David Keane, CEO, BigTinCan.

BigTinCan and Primary Wave Music are leading the music industry in transitioning to new, more efficient delivery methods that provide real value to fans. This new system of distribution lets fans get access to content right on their phone, without having to resort to illegal downloads and low quality tracks.

The BlackBerry app includes BigTinCan's patented BuzzMe Beats functionality – including the ability to customize the ringtone, LED color and vibration pattern – allowing Jessica's fans to "inside skin" their phone.

Jessica Simpson's Happy Christmas is now available from the iTunes AppStore, BlackBerry AppWorld and Mobihand app store for users outside North America.

Details on the apps are available at [www.jessicasimpsonchristmas.com](http://www.jessicasimpsonchristmas.com)

### About BigTinCan

BigTinCan is a smartphone systems developer operating: BigTinCan Connect our global overlay telco network, BigTinCan Maps our OSM linked mapping service, and BigTinCan BuzzMe our wildly successful smartphone application.

With over 2.5 million users worldwide on our suite of iPhone, BlackBerry, Android and Windows Mobile platforms, BigTinCan is a global leader in smartphone systems and services. Based in Sydney, Australia, and with global experts in telco, smartphone, database and web skills, BigTinCan is well placed to take advantage of the smartphone revolution.

### About Primary Wave Music

Primary Wave Talent Management is part of one of the largest independent music publisher and music marketers in the United States, managing artists such as Cee Lo Green, Cody Simpson, Lords & Lady, Big Sean, Saving Abel, Taddy Porter, Volbeat, and 4 Troops as well as writers/producers such as Brian Kennedy, Matty Trump, Troy "Radio" Johnson and Ali Tamposi. Primary Wave Music is a global music company that markets its unique publishing repertoire, which includes an interest in the Beatles songs written by John Lennon, the catalogs of Kurt Cobain/Nirvana, Steven Tyler/Aerosmith, Daryl Hall & John Oates, Robert Lamm, Jimmy Pankow, and Lee Loughnane of the band Chicago, Maurice White (Earth, Wind & Fire), Steve Earle, Daniel Johnston, Marvin Hamlisch, The Matrix, Lamont Dozier and Steven Curtis Chapman. And Developing Artists such as The Airborne Toxic Event, Anberlin, Saving Abel, The Constellations, New Boyz among many others. Primary Wave is based in New York with offices in Los Angeles and Austin, Texas.

#### Highlights of release:

- Jessica Simpson's Happy Christmas album is not available to music fans outside North America. These smartphone applications on BlackBerry and iPhone are the exclusive way to get access to this content, changing how music is distributed globally

- Smartphone "mini album" includes four (4) songs from Jessica Simpson's Christmas album, photo and video content, and social network sharing

- The BlackBerry app includes additional "BuzzMe Beats" functionality providing control over the ringtone, alert tone and other special audio, LED and vibration control mechanisms.

- This application shows the power of the new approach to music distribution as created by BigTinCan and Primary Wave.

#### Media Contacts

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