

FLUID MEDIA NETWORKS ACQUIRES TRUSONIC INC., AND CREATES THE LARGEST EMERGING ARTIST BROADCASTING PLATFORM

Acquisition brings Emerging Artists' Music to 10,000 Retail broadcasters

LOS ANGELES, November 1, 2007 – Fluid Media Networks, (www.fluidmedianetworks.com) producers of American Idol Underground (www.idolunderground.com), today announced the acquisition of Trusonic Inc., (www.trusonic.com), a La Jolla, Calif.-based music distribution company with proprietary technology that provides in-store music internationally for more than 10,000 broadcasting partners including Guitar Center, PETCO, and Cracker Barrel. Trusonic is one of the largest providers of web-based music and in-store messaging services, in addition to its licenses with major record labels Trusonic's data base contains over 1.5 million emerging artist tracts.

"We are excited about the Trusonic acquisition because it represents a critical milestone for Fluid Media Networks. With a combined library of over 2 million artist tracks, 20 million monthly listeners and 80 million monthly song plays, Fluid Media Networks is now the single largest broadcaster of emerging artists music programming," said Justin Beckett, Chief Executive Officer (CEO) of Fluid Media Networks. "The Internet has leveled the playing field for emerging artists working outside the traditional A&R system. We are building a network designed to maximize opportunities for emerging artists to get their music heard and our acquisition of Trusonic provides a fantastic distribution platform for emerging artists to be showcased in retail stores and businesses worldwide."

The music libraries of the combined companies will contain more than two million tracks from emerging artists that span 13 genres of music, including Rock, Rap, Pop, R&B, Country, Jazz, Folk, Electronica, World, Classical, Faith-Based, Spoken Word, and Comedy.

"Our technology combined with Fluid Media Networks artists' development infrastructure will offer an unprecedented opportunity for musicians and businesses alike," said Joseph Tebo, CEO and President of Trusonic. "Fluid Media Networks has a unique vision for the future of the music industry and we look forward to working with the team."

Trusonic will maintain its La Jolla location as a wholly-owned subsidiary of Fluid Media Networks. The management team will remain in place and

continue to manage day-to-day operations.

About Fluid Media Networks

Fluid Media Networks, (www.fluidmedianetworks.com) formerly Fluid Audio Networks, is a diversified music services company whose products and solutions facilitate the seamless distribution of music. The company has developed a number of innovative technology applications that are changing the way that music is discovered and distributed. Fluid Media Networks state of the art user generated media platform has enabled the company to partner with some of the biggest entertainment brands including American Idol and Sony.

About Trusonic, Inc.

Trusonic, Inc. (www.trusonic.com) is the leading provider of Internet-based business music and messaging services. Trusonic is committed to bringing comprehensive and convenient audio branding, identity and messaging services to commercial establishments around the world through its Internet-based, self-service media management solutions and reliable media delivery systems. Trusonic Independent Artist music is available exclusively to its subscribers. Trusonic, Inc. is a wholly-owned subsidiary of Fluid Media Networks.

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