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FONTANA NORTH AND FIERCE PANDA CANADA ANNOUNCE NEW PARTNERSHIP

June 13, 2006, Toronto, ON -- Independent Canadian music distributor Fontana North and Fierce Panda Canada, a division of the UK indie label that was the original home of Coldplay and Keane, are pleased to announce a partnership that will make music from Fierce Panda artists such as The Hot Puppies, iLiKETRAiNS and My Architects, available to music fans across Canada.

Fierce Panda was founded in London, England, just over ten years ago, by three maverick music journalists. One of these individuals was Simon Williams, who was then the editor of Britain's New Music Express (NME). He had been the editor for over a decade and became known within the UK press as "The Man With The Golden Ears". Fierce Panda released their first record in 1994, and led by Williams' ear for talent, the label was soon releasing records by then unknown acts such as Coldplay, Supergrass and Keane.

Twelve years have passed, and Fierce Panda has grown to become the UK label of choice for other such luminaries as Death Cab For Cutie, The Polyphonic Spree and The Lo Fidelity Allstars.

"Fierce Panda Canada is thrilled to join Fontana North in their efforts to build a formidable distribution network in Canada. Fontana North was our first choice from the get go, and the natural partner for Fierce Panda Canada," says Alfie Williams, Fierce Panda Canada General Manager. "Grant Dexter (MapleMusic Recordings and Fontana North CEO), Matt Smallwood (Fontana North GM) and their whole team have done an amazing job, and they're just getting started."

The first release out on Fierce Panda/Fontana North is from Warrington, England, quintet My Architects. Their debut album *Grand Designs* was recorded in Warrington and France in the company of James Sanger (U2, Keane) and mixed by Ian Grimble (Manics, Travis). On their seethingly busy www.myspace.com/architectsmusic site, the band say that they sound like, "contradictory thoughts and sensations. Like waking from a self-inflected coma in a forest just a short walk away from the most beautiful sunrise. Everything moves fast at the same time as it moves slow."

"We couldn't be happier to have signed Fierce Panda Canada to Fontana North. The Fierce Panda label essentially represents all the bands I've loved and enjoyed over the past ten years, so I'm super excited to hear what's next," says Matt Smallwood, General Manager of Fontana North.

Part of the MapleCore group of companies (MapleMusic Recordings, Open Road Recordings, Maplemusic.com), Fontana North is the premiere independent music distribution company in Canada. Based in Toronto, Fontana North provides full marketing, promotional and publicity support, a nationally dedicated sales force and access to the U.S. marketplace to artists and labels worldwide. Fontana North's ever-growing roster includes Audio Research, Instant Live, New West Records, Palm Pictures and Quango Music Group, as well as Gold-selling artists Massari and Theresa Sokyorka.

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