

## BuyDRM Appoints Veteran Digital Media Executive to Board of Advisors

*Rob Green to Board of Advisors*

Austin, TX – May 7th, 2009 - BuyDRM announced today that digital media technology veteran Rob Green has joined the company's Board of Advisors. Mr. Green is the former SVP of Business Development and Strategy for Nine Systems and member of the core senior management team that managed the sale of the company to Akamai. Prior to Nine Systems, Rob enjoyed senior level responsibilities for the global adoption of Windows Media Technologies (WMT) in the Broadcast, Cable, Satellite, IPTV, Mobile and Content Distribution Network Markets at Microsoft. Mr. Green currently serves on the Board of Directors for Abacast Inc. and was recently selected by Streaming Media Magazine as a 2009 Streaming Media All Star.

"The addition of Rob Green as an Advisor adds valuable and deep experience for BuyDRM's business strategy and development. We are delighted to have the contribution of Rob's vast experience and knowledge," said Christopher Levy, Founder and CEO. "I have known and worked with Rob for over ten years and his appointment will provide us with solid and meaningful input to accelerate our development and expansion."

"BuyDRM is impressive and very well positioned to capture significant market share. It is clear that the digital media industry requires rich, well developed content protection platform solutions to capitalize on all of the existing and emerging distribution possibilities for both the PC and Mac platforms," said Mr. Green. "Content Providers utilizing BuyDRM's KeyOS platform will be able to maximize revenue opportunities while ensuring a great user experience in more user scenarios than ever before. It is truly a win/win proposition for both content owners and consumers."

### **About BUYDRM**

BuyDRM, a division of Austin, Texas based NFA Group Inc., was founded in 2001 by Christopher Levy to meet the needs of the rapidly expanding pay media industry. Its flagship product KeyOS is both a service and solution, representing extensive research, development and practical use in deploying commercial digital rights management technologies. BuyDRM is a preeminent provider of Microsoft Silverlight DRM technology and a featured Microsoft Windows Media Rights Management partner, with more than 200 customers in the entertainment, enterprise and education industries. KeyOS was chosen by Streaming Media Magazine's viewers back-to-back for the Reader's Choice Award in 2007 and 2008.

For more information please visit: <http://www.buydrm.com>

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