

PRESS RELEASE

**Sounds 24/7 Introduces a New Paradigm for the Record Industry
Company Is Multi-Faceted in Promoting and Distributing Music**

PHOENIX, AZ -- (MARKET WIRE) -- 07/19/2004 -- Sounds 24-7, Inc. (OTC: SDSS) has come upon the music industry like a breath of fresh air with new techniques and methods for promotion of recordings and their distribution to radio stations and other areas where the public can listen. Airplay is absolutely crucial if a label or artist hopes for success. Sounds 24-7 is presenting an entirely new way of thinking for major record labels, independent labels and artists. It's a new way of thinking that translates into huge savings in time and money.

In the "old" days, labels had to develop lists of radio stations, separate them by genre, then mail promotional copies of recordings in an effort to get the music out to the public. It required a huge investment and infrastructure. Consider the fact that there are some 85,000 traditional, internet, satellite, commercial, noncommercial and college radio stations. Add to the mix around 10,000 club DJ's who have become a force to be reckoned with in terms of promotion and you have a formidable task and expense. It's estimated there are some 12 million new CD titles produced annually.

Enter Sounds 24-7 with a proprietary distribution system that will surely revolutionize the industry. Now authorized radio stations and DJ's can access promotional copies of music through the Sounds 24-7 Internet site. Along with the music, pictures, promotional materials, biographies, concert calendars submitted by the artists or labels.

Major labels are being offered access to the Sounds 24-7 system at no cost for a period of 24 months. The only charge, if the label opts for it, would be for playtime reporting. Independent artists and labels will pay a nominal fee for this invaluable exposure. Radio stations and club DJ's will be able to access the system for periods varying from 6 months to 2 years, depending on their category.

Gone are the expenses of mass mailings of promotional copies to radio stations, many of which may not have had any interest in the kind of music being offered. Erased are production charges for such music, not to mention the costs of generating the promotional materials which can be uploaded to Sounds 24-7. Often, just the costs of packaging and postage are astronomical. Air play and exposure by DJ's can be documented via the reports filed with Sounds 24-7

For the radio stations and DJ's, the advantages are obvious. No longer must they sort through piles of promotional records sent to them daily. For instance, a country and western station doesn't have to deal with a truckload of hip hop music, and vice versa.

The site will be protected by a security system, ensuring that only authorized entities can download the promotional music. It is security that works both ways, in that the labels or artists who list with Sounds 24-7 will also be screened and certified for access.

Sam Rodenberger, CEO and President of Sounds 24-7, has an extensive background in the recording industry, bringing the table additional ideas and methods that will certainly enhance the company. "We expect Sounds 24/7 to be a complete site for the artists, labels and record companies," said Rodenberger. "There will be constant attention to new ideas and ways we can service the industry, both from the labels standpoint and for the radio stations and DJ's," he added.

Bottom line is that Sounds 24-7 represents a surefire, win-win situation for all parties concerned. More profits for the music people, a lot less muss and fuss for the radio stations and DJ's. And, from all indications, it appears we have only seen the beginnings of what is possible in changing and improving the way the industry does business. To use an appropriate old radio quote: "Stay tuned folks, don't touch that dial!"

Forward-looking Statements in this release are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, without limitation, continued acceptance of the company's products, increased levels of competition for the company, new products and technological changes, the company's dependence upon third-party suppliers, intellectual property rights, and other risks.

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