



NIC HARCOURT "THE MOST INFLUENTIAL DJ IN AMERICA" TO SERVE AS CHIEF CREATIVE CONSULTANT FOR HYPE MUSIC.

The Man Who Helped Launch Adele, Coldplay, Ting Tings, Sigur Ros, Death Cab for Cutie, Franz Ferdinand, Interpol comes to HYPE

MTV and Extreme Music announce Nic Harcourt will serve will serve as a Creative Consultant for the newly announced Hype Music. Bringing a wealth of experience and pedigree for putting such artists as Coldplay, Dido and Norah Jones on the map, Harcourt will work closely with Joe Cuello, Senior Vice President of Creative Music Integration for MTV and Russell Emanuel, CEO and President of Extreme Music to bring his unique brand of talent spotting skills to the project.

"Having Nic Harcourt on board brings another level of musical insight to Hype. His unique ability to handpick artists before they have broken through to music fans is invaluable," said Cuello.

Hype Music is a first-of-its kind hybrid music production and licensing partnership that is fueled by the very best new and emerging independent talent. Harcourt will offer his keen ear and eye for talent to contract directly with Hype to produce new music with vocals that will enjoy first look consideration for key placements across MTV Networks' programming and be licensed through Extreme's global client base of professional users.

"Any new band knows that a play on one of Nic's shows really means something," said Emanuel.

"Hype is all about emerging talent, so when the opportunity arose to harness his uncanny ability to spot the next big thing, it was a no brainer."

About Nic Harcourt:

After 10 years as KCRW Music Director, Nic stepped down in 2008 to pursue other opportunities. Still a DJ at KCRW, Nic currently serves as the host of the award winning Guitar Center Sessions on DirecTV's 101 and n3D channels and works in Television and Film as a consultant and music supervisor.

His TV credits include: 90210, Queer as Folk, Life as We Know It, In Justice, What about Brian and Love Monkey (for which he was also a co-producer), as well as advertising campaigns for Mitsubishi Motors, Apple's iPod and KIA. His movie credits include: Charlie St. Cloud, He's Just Not That Into You, Pride and Glory, Igby Goes Down, Gone Baby Gone and Dukes of Hazzard.

Nic also produced the Sounds Eclectic CD compilation series. Harcourt's first foray into literature was Music Lust, a book of "recommended listening for every mood, moment and reason."