

FOR IMMEDIATE RELEASE

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FUTURE SHOP TO ROLL OUT ADVANCED MUSIC LISTENING POST FROM MUSICMUSICMUSIC INC.

New York, New York – November 27, 2000 -- musicmusicmusic inc., a music content provider and the first interactive Internet radio station to be licensed by the RIAA to stream music on the Internet, today signed a letter of intent to roll out its Web Bar Listening Posts to the 88 Future Shop stores across Canada.

The technologically-advanced music sampling stations allow customers to preview selections from virtually any compact disc in a store's inventory, giving them an opportunity to "try it before they buy it".

musicmusicmusic inc. expects to generate in excess of US\$2 million in revenues during the period of the contract through a combination of hardware and installation charges, annual database access fees and potential revenue from third party advertisers.

Future Shop, Canada's leading electronics retailer, will introduce the musicmusicmusic Web Bar Listening Posts to their stores over a twenty-nine month period. The agreement comes after a successful pilot project installation this past May of the Web Bar Listening Post in Future Shop's flagship store on Broadway in Vancouver.

President and CEO of musicmusicmusic inc. Wolfgang Spegg stated, "musicmusicmusic inc. is extremely pleased that our Web Bar Listening Posts, the most advanced music preview system available, will be featured in the stores of one of North America's leading computer and electronics retailers. Future Shop offers quality brands and service excellence, making them an ideal location for our Web Bar Listening Posts."

Bob Golden, Vice President of Store Development for Future Shop Ltd. commented, "Future Shop is entering this agreement with musicmusicmusic inc. because their Web Bar Listening Posts provide the highest quality sound of any system on the market and are easy to use. The new arrangement enhances our ability to increase sales, supports our market leadership position and further defines us as the preferred destination for CD purchases. Digital music is the wave of the future and we believe on-line convenience is the best way to consistently guarantee high levels of customer satisfaction."

When a customer uses the Web Bar Listening Post, music is streamed in full song samples from musicmusicmusic's data base via the Internet simply by scanning the CD's bar code. Future Shop can advertise products and promotions on the color touch screen monitors, which gives them opportunities to generate income. The Web Bar Listening Post is available in unlimited design options, including slim-line floor models, wall-mounted units or custom kiosks.

FUTURE SHOP is Canada's largest, fastest-growing national retailer and e-tailer of computer and consumer electronic products and a major retailer of appliances and music and video software. The company operates 88 retail superstores, 5 Computer City stores and the nation's premier on-line electronics superstore at futureshop.ca. Future Shop is listed on the Toronto Stock Exchange under the symbol FSS. For more information about Future Shop, please see www.futureshop.ca.

musicmusicmusic inc. is a music content provider. The Company's main asset is a digital, high-quality music database that delivers high-quality sound through streaming technology in MP3-quality. The Company's showcase product is the interactive Internet radio station www.RadioMOI.com providing "Music On Internet";

In addition to the Web Bar Listening Post, this multi-media company has three other B2B product lines: Broadcast Services, providing turn-key solutions including broadcast quality music files for the music database needs of radio stations and broadcast groups; Industrial Sound Services, providing custom music programs to businesses over the Internet; and The Solutions Group (TSG), providing hardware, software, programming and consulting services to music industry businesses including franchise operators and other third party customers.

musicmusicmusic inc. is a publicly-traded company on the Neuer Markt of the Frankfurt Stock Exchange. The trading symbol is MU5.

Certain statements in this release regarding the company's expectations, estimates, present view of circumstances or events, and statements containing words such as estimates, anticipates, intends, and expects, or words of similar import, constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements indicate uncertainty and the company can give no assurance with regard to actual outcomes. Specific risk factors may include, without limitation, the company's inability to sell its products and services, possible downturns in business conditions, increased competition and timely deployment of company resources.

Company securities are traded on the Neuer Markt of the Frankfurt Stock Exchange under the exemption from U.S. securities laws as provided by Regulation S of the Securities Act of 1933, as amended.
