

ZVUE.com Users Can Now Get ‘On the Road Again’ & Learn to Play Like Their Favorite Musicians

The agreement between the HandHeld Entertainment and Music Sales Group will give users the opportunity to learn how to play a wide variety of instruments and then watch how the professionals use their skills in live concert recordings

Aug. 30, 2007 - [PRLog](#) -- SAN FRANCISCO and NEW YORK CITY – Aug. 30, 2007 – HandHeld Entertainment™ and Music Sales Group, a leading aggregator of digital video content for all levels of musicians, today announced an agreement that will make more than 140 instructional music videos available for sale on ZVUE.com™, the premium video download store within HandHeld's network of Web sites.

The Music Sales Group content, coupled with selections of live concert recordings from critically acclaimed artists such as Joe Cocker and Bob Dylan, will provide ZVUE™ owners and users of other personal media players (PMPs) the skills needed to create their own music videos, which they can then upload on a user-generated site (UGC), such as one of HandHeld's UGC Web sites.

“We are thrilled to bring content from Music Sales Group to ZVUE.com,” said Jeff Oscodar, president and chief executive officer of HandHeld Entertainment. “The instructional videos provided by Music Sales Group will give our users a unique benefit and the opportunity to learn a skill or develop a talent. The videos acquired through this deal also give users another alternative to the majority of content found online. And because of our strategy to make our content available for everyone, these videos will be available for downloading by ZVUE owners or by owners of other supported personal video players, or onto any cell phone or PDA that supports Windows Mobile 5.0.”

Steve Wilson, vice president of new business at Music Sales Group, said “We are excited about the options ZVUE.com provides for people who want to learn using instructional videos. This agreement allows us to expand and expose our DVDs to a much broader audience, and provides customers with a downloadable, portable option for learning to play musical instruments.”

About Music Sales Group

The Music Sales Group is an international organization. Based in New York and London, it is active in many music-related fields and has offices worldwide. Music Sales principally owns, manages and exploits more than 200,000 music copyrights. It is also one of the world's largest printed music publishers, distributing products worldwide from centers in the UK, the USA, Australia, Japan and Europe. The group's Omnibus Press imprint is a prestigious world leader in books about music, covering everything from classical music to contemporary pop music.

About HandHeld Entertainment, Inc.

HandHeld Entertainment is a global digital entertainment company. Its ZVUE Network of Web sites (Putfile.com™, Holylemon.com™, UnOriginal.co.uk™, YourDailyMedia.com™, Dorks.com™, FunMansion.com™ and ZVUE.com™) now houses more than 850,000 user-generated and commercial videos available for purchase or free viewing, as well as millions of free user-submitted photos and other media, and is expected to deliver nearly one billion page views/video streams in 2007. Its ZVUE personal media players are mass-market priced and currently available for purchase online and in more than 2,200 Wal-Mart stores throughout the U.S. For more information, visit <http://www.hheld.com/index2.php>.

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YourDailyMedia.com, Dorks.com and, FunMansion.com are trademarks of HandHeld Entertainment. All other trademarks are property of their respective owners.

“Safe Harbor” Statement Under the Private Securities Litigation Reform Act of 1995

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and within the meaning of the Private Securities Litigation Reform Act of 1995. Actual results could differ materially from those projected in the forward-looking statements as a result of various factors including the ability of the company to successfully commercialize its new technologies as well as risk factors set forth from time to time in HandHeld Entertainment’s filings with the United States Securities and Exchange Commission, including Annual Reports on Form 10-KSB, Quarterly Reports on Form 10-QSB and Current Reports on Form 8-K and other reports filed by the company with the SEC. The company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements, which may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. As a result, investors should not place undue reliance on these forward-looking statements.

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