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Stephen Fry and IODA Partner for *The Dongle of Donald Trefusis*

British Writer and Twitter Celebrity to Distribute New Audio Series Digitally

London and San Francisco, Calif. — May 27, 2009 — SamFry Limited and IODA, the global leader in digital distribution, marketing, and technology solutions for the independent music and film industry, today announced the worldwide availability of *The Dongle of Donald Trefusis*, Stephen Fry's new audio series, through iTunes. On the first day of the release (May 26, 2009) the new series soared to the top of the charts, reaching the third top spot in Top Albums in iTunes' UK and New Zealand stores and becoming a top 15 Album in the Australia store. It also became the number one spoken word album in iTunes' United States store.

"Writing and performing a serial work that is a mixture of podcast, audio book and radio monologue for simultaneous worldwide release demands the best and most efficient of partners," said Stephen Fry. "I couldn't be happier to have IODA as our distributors. They've been efficient, prompt and as good as their word in every area."

Whilst Stephen Fry is well known as an English actor, comedian, author, director, broadcaster, and quiz show host, he is also an active member of Britain's technorati. Over the last two years, Fry has established a strong digital audience through his free podcast series "Stephen Fry's Podgrams," which been downloaded 3.6 million times worldwide and his breakthrough use of the Twitter service through his website stephenfry.com, which is visited by 1.3 million people monthly.

With *The Dongle of Donald Trefusis*, Stephen Fry reprises a favorite character of his that he first wrote of in *The Liar* nearly twenty years ago. The premise of the audio series is that Stephen Fry, after the death of his tutor, mentor and friend Dr Donald Trefusis, is surprised to receive a letter from the legal firm of Hodgman, Hodgman, Hodgman and Hodgman bearing news of the Professor's last will and testament. It seems that the old man has bequeathed to Fry something quite out of the ordinary - a small memory device called (some would say incorrectly) a dongle. And on that dongle is stored ... well, listen and you shall know...

"We are delighted to bring Stephen Fry's fabulous audio series *The Dongle of Donald Trefusis* to the digital world," commented Erik Gilbert, Vice President of Content for IODA. "This high profile release is an excellent example of how the audio series, audio books, podcasts and spoken word releases are gaining in popularity; now the rest of the world can enjoy just how much brainier and funnier Fry is than the rest of us mere mortals."

About Stephen Fry

Stephen Fry is an English actor, comedian, author, director, broadcaster, and quiz show host. After attending an unfeasibly large number of educational institutions, he went to Cambridge University, where he met and worked with lifelong friend and comedy partner Hugh Laurie. Together they - along with Emma Thompson and Tony Slattery - wrote and performed in *The Footlights Revue*, which won the first ever Perrier Award and was televised by the BBC. There followed an illustrious corpus of comedic and dramatic roles, including those found in *Blackadder*, *A Bit of Fry and Laurie*, *Jeeves and Wooster* and *Kingdom*.

He has also performed on stage in Alan Bennett's *Forty Years On*, won a Drama Circle award and a Tony Nomination for his work on the revived musical *Me and My Girl* and wrote and directed his first film *Bright Young Things* in 2003. He has written four best-selling novels and an autobiography, and has presented for the BBC the documentaries *The Secret Life of the Manic Depressive*, *HIV and Me*, *The Machine That Made Us*, and *Stephen Fry In America*. He is well known amongst a younger generation as the reader of the audiobook versions of J. K. Rowling's *Harry Potter* novels.

He currently hosts the BBC quiz show *QI* (in its seventh series), and is filming *Last Chance To See* - a documentary that revisits endangered species that Douglas Adams first reported on 20 years ago.

About IODA

IODA, the Independent Online Distribution Alliance, is the industry-leading digital distribution company for the global independent music community. IODA provides comprehensive services to record labels, physical distributors, and artists, including license negotiations; media encoding and metadata management; and royalty payment administration and reporting. The company also offers promotional support through a dedicated marketing division and through IODA Promonet (www.iodapromonet.com). A promotional distribution network, IODA Promonet provides qualified podcasts, blogs, and other music sites with access to pre-cleared, legal music and other promotional assets from IODA's labels. Founded in 2003, IODA represents a rapidly expanding roster of over a million tracks from independent labels around the globe. IODA also distributes independent film and video content for over 2000 titles. The company's website is www.iodalliance.com.

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