



CONTACT INFORMATION

Kayla Liederbach
Murfie Inc.
(608) 515-8180
pr@murfie.com

FOR IMMEDIATE RELEASE

Murfie Music now accepting Bitcoins as payment

LARGEST CD MARKETPLACE BECOMES FIRST ONLINE MUSIC STORE AND STREAMING SERVICE TO ACCEPT THE DIGITAL CURRENCY

MADISON, Wisc. – July 1, 2013 – Murfie, the largest CD marketplace offering a one-stop shop to store your physical CDs while you buy, sell, trade, download and stream your music collection online, today announced that customers will now be able to use bitcoins to purchase Murfie credit. That credit can then be used to purchase anything on the Murfie website, including new and previously owned albums, a Gold membership and physical delivery of CDs.

Murfie is the first music-only marketplace and streaming service to accept the digital currency as payment for all of its offerings. "Murfie's primary goal is to provide our customers with seamless access to and ownership of their music collections in any format and on any device," said Matt Younkle, co-founder and CEO of Murfie. "Empowering people to purchase, download and stream music from the hundreds of thousands of albums available on www.murfie.com using their choice of payment method is another way for us to provide music enthusiasts with the best, most obtainable experience possible."

Launched in 2008, bitcoin is a completely electronic, decentralized currency that is unregulated by any government or agency. It has taken off in popularity over the past year and is increasingly being adopted as a trusted and effective payment method around the world. To date, bitcoin has been used to purchase a wide range of items, from pizza to luxury real estate, but the opportunities have been limited. With today's announcement, Murfie expands on those possibilities as it teams up with BitPay to allow consumers to grow their music collections using this emerging, alternative currency.

For more information on Murfie, please visit www.murfie.com.

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About Murfie

Founded in 2010 and launched to the public in May 2011, Murfie Inc. (www.murfie.com) is the world's largest CD marketplace that provides consumers with unparalleled access to and ownership of their music collection in both physical and digital formats. It is a one-stop, highly addictive shop for storing, streaming, downloading, buying, selling, and trading music online and from a variety of mobile and home audio devices.