

FOR IMMEDIATE RELEASE

CONTACT:

**REVERBNATION.COM “ITS NOT TOO LATE TO PLAY SXSW” CONTEST**

*Open to All Musicians, Free to Enter, \$1,000 prize, Starts Feb 1st  
Judged by Site Users and Panel of Experts*

**NEW YORK** (January 10, 2007) – ReverbNation.com, recently voted the “People’s Choice” Top Music Social Network of 2006 on Mashable.com, has announced a contest that gives all musicians the opportunity to play at an officially sanctioned SXSW event on March 16<sup>th</sup> in Austin, TX.

The contest, dubbed “It’s Not Too Late to Play SXSW”, is open to all musicians (signed or unsigned) from any genre, and is based on site activity generated by the artist between Feb 1<sup>st</sup> and Feb 20<sup>th</sup>. Artists will be “scored” based upon the number of fans they have on the site, the number of song plays, and the number of page views on their profile page. The top 50 artists, as determined by their final score on Feb 20<sup>th</sup>, will have their music heard and judged by a panel of music industry experts who will pick two winners to play at the official ReverbNation.com SXSW Party.

The expert panel of judges includes industry heavyweight Sal Villanueva, Producer (Taking Back Sunday, Thursday), plus representatives from RoadRunner Records (Nickelback, Madina Lake), Merge Records (The Arcade Fire, Spoon, Superchunk), Yep Roc Records (Bob Mould, Apples in Stereo), artist Caitlin Cary (Whiskeytown), and more.

“It’s a career opportunity,” said Gregg DeMammos, of DeMammos Management. “ReverbNation.com has leveled the playing field and given power to the people to decide who deserves to go. With no entry fee and enough prize money to get there, it’s a no-brainer for most bands – especially bands that will already be down there. One of my artists, Kennedy, played at ReverbNation’s last showcase at CMJ. The place was packed all night with lines down the block - it was off the hook. Kennedy generated a lot of label interest that night and I expect him to be signed shortly as a direct result.”

“Our mission is to give all artists the tools and opportunities they need to advance their careers. SXSW is the most important music festival in the United States for artists to get noticed and start a buzz,” said Lou Plaia, V.P. Artist Development, ReverbNation.com. “We are very committed to providing ongoing playing opportunities for ReverbNation artists. Stay tuned for announcements about more showcases for ReverbNation artists in the very near future.”

ReverbNation.com is a music community focused on helping artists succeed in the ever-changing music business. The site delivers powerful tools that any artist can utilize to gather more fans and spread music virally across the web – keys to winning the contest and to an ongoing career in the music business today.

Interested artists should signup immediately at <http://www.reverbnation.com/main/sxsw2007>.

Creating a profile now and encouraging their fans to join in advance of the contest will put artists in position to score points right out of the gate.

# # #

***ABOUT REVERBNATION.COM***

ReverbNation.com is the flagship project of eMinor, Inc., a company focused on delivering independent musicians the tools they need to compete, cooperate, and differentiate in an increasingly noisy marketplace. The Web site, which was launched Halloween 2006, is an artist-centric, online music community committed to empowering musicians, fans, venues, and labels with technology that is tailored to their specific needs. For more information on ReverbNation.com, please visit [www.ReverbNation.com](http://www.ReverbNation.com) or call 212-367-0826.