

## **JamBase and ReverbNation Sync Up Concert Data**

Companies Sharing Data to Promote Ticket Sales and Exposure for Artists

**(New York, NY and San Francisco, CA– November 10, 2008)** ReverbNation, the preferred marketing and promotion platform for over 250,000 musicians, labels, managers, and venues, and JamBase, the world's leading source of live music and concert information, have agreed to swap concert data in an effort to drive more ticket sales for artists, labels, and promoters who use the sites to reach live music fans.

The arrangement, which will begin by November 15th, will allow users to post their dates to either site and receive automatic concert listings at the other.

“JamBase has a long history of being the go-to service for local concert listings around the globe. said Lou Plaia, V.P. of Artist Relations at ReverbNation.com. “Our goal is to provide the hundreds of thousands of artists, labels, managers, promoters, and venue operators who use our service the maximum exposure and reach, and to drive revenue for them. Syndicating their concert schedules onto JamBase directly from our system can only help get ticketing opportunities in front of more people, and increase artist exposure.”

“ReverbNation provides an incredible marketing and promotion service for their users,” said JamBase CEO, Dave Rosenheim “Now ReverbNation users will benefit from added exposure for their concert information on JamBase.com as well as on JamBase’s content network, which includes sites like AOL Music, imeem.com and Rhapsody.com, collectively reaching 50 million music fans. For the thousands of artists and promoters who list their concert information on JamBase, this deal represents additional exposure to 29 million unique users across ReverbNation’s website and widgets. Ultimately this partnership amplifies JamBase’s 10-year running mission to get fans to Go See Live Music.”

### **About ReverbNation**

ReverbNation provides the innovative marketing solutions that musicians need to compete, cooperate, and differentiate in an increasingly noisy online environment. Unlike typical “closed” communities, artists use ReverbNation as their home base for approaching marketing and promotion across the Internet as a whole - be it via social networks, blogs, email, IM, or the artist’s homepage. Tools like TunePaks, FanReach, TuneWidget, and Street Team Manager give the artist the power to spread their music and information virtually anywhere. Real-time stats then provide a 360-degree view of how the music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages. ReverbNation empowers Artists to take the music to the people, no matter where they spend their time online. For more information, please visit [www.ReverbNation.com](http://www.ReverbNation.com).

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### **About JamBase**

Established in 1998, JamBase is the premier website for fans of live music. By providing the largest database of show listings and ticket information, authoritative content, community, and personalization tools for fans, JamBase connects music fans with the music they love and empowers them to go see live music. Originally founded by fans for fans, JamBase quickly evolved to serve not only devoted music enthusiasts, but all lovers of live music, while providing a platform for musicians to be discovered. Today, more than a half million people participate in the JamBase community every month and rely on the website to find the most accurate show listings available for 40,000 artists across 50 genres, performing in 70,000 venues worldwide. JamBase is headquartered in San Francisco and on the Web at <http://www.jambase.com/>

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