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CONTACT: Kristin Kelly  
919-277-1180  
[kkelly@fwv-us.com](mailto:kkelly@fwv-us.com)

**FANREACH™ FROM REVERBNATION.COM CAPTURES  
FAN INFORMATION ANYWHERE ON THE WEB**

*Tools Let Artists Build Databases, Communicate  
With Fans and Publish Tour Information*

**NEW YORK** (December 12, 2006) – “The most important thing any band or artist can do in the next five minutes is start collecting information about the fans that visit their online Web pages,” said Kevin Wise, drummer for Century Media recording artist Brand New Sin. “If you’re not capturing email addresses from your homepage and your MySpace page with the FanReach™ Fan Collector, you have holes in your bucket and your fans are leaking away.”

As viral networking becomes the primary medium for bands and musicians to build a fan base, artists can no longer afford to let fans slip away in the high-traffic, online social communities they both inhabit. ReverbNation.com, a new Web site serving bands and independent artists, has developed a tool that enables artists to capture fan information anywhere on the Web. FanReach, part of the Artist Toolbox, features a Fan Collector widget that can be deployed to other Web sites to capture emails. This simple yet sophisticated tool enables artists to efficiently build and maintain their most important asset – their database of fans.

FanReach is an example of how ReverbNation.com takes a different approach to fan/artist contact than other Web sites. “We fundamentally believe that our job is to facilitate the communication between artists and their fans,” says Jed Carlson, chief marketing officer of ReverbNation.com. “The artist should own their fan relationships, and rest assured that we will not exploit or contact them. Most social networks act as a firewall between artists and fans, preventing communication except through the social network. By controlling access, they control the relationship. Today, artists need to control their relationship with their fans - it’s their biggest asset. To that end, we always give the artists the option of exporting their fan emails out of FanReach at any time.”

ReverbNation.com’s FanReach is a complete fan collection, management, targeting, and communication system that is being effectively used by independent artists, band managers, and even larger Indie labels. FanReach is a turnkey solution that artists can begin using almost immediately after signing up for the site. “I was up and running with FanReach, using the Fan Collector, within seconds,” said Matt Rauch, the lead singer of Tourmaline, a rock band from Verona, N.J. “The first night we used it on MySpace, we had 20 fans give us their email addresses. Growing our fan base while we slept – that blew my mind.” The Fan Collector is a simple piece of HTML code that places an attractive “Join the mailing list” function on any Web page.

Emails collected (or imported by the artist from an existing list) are organized into one central FanReach contact management dashboard. FanReach helps artists gently ask for demographic information from their fans for the exclusive use of the artist, and allows artists to “tag” email addresses with labels like “Street Team”, “Media” and “A&R” so that they can tailor messages for each specific audience. Using the demographic and tag data, artists can send targeted emails to specific fan segments to promote their music, merchandise or upcoming shows - eliminating the need for random email blasts. Why bother your fans in Melbourne, Florida about your 2-for-1 ticket promo on your show in Melbourne, Australia?

"Keeping and maintaining an email list is key - it's your lifeline," says David Berkeley, an Internet-savvy artist from the U.K. who is no stranger to the U.S. touring circuit. The FanReach Fan Collector is the first step in collecting valuable information about your existing fans and gaining new ones. You may know how many "friends" you have on the other Web sites, but with this tool, I can capture who and where they are and communicate directly via email. It helps foster the artist/fan relationship, without which you may as well be singing in the shower."

Artists using the various FanReach components are not only able to communicate effectively with the audiences most important to them, they are able to identify where their fans are concentrated, and plan their live shows and tours accordingly. They are also able to recruit street teams in each show market and create advance buzz and publicity for the gig.

"This tool is like a vacuum cleaner for fan information," says Michelle Oakes, an A&R representative with TVT Records who works with The Blue Van (ReverbNation.com registered artist), offering some choice advice for aspiring artists. "Before you approach a label, lock up your most valuable asset - your fans."

FanReach (including the Fan Collector), is just one of several powerful tools in the Artist Toolbox. Other tools give you the power to deploy pieces of your ReverbNation.com profile page, like show schedules and animated tour maps, to any other Web site in real time, simply by cutting and pasting a snippet of code (Widgets). The Artist Toolbox even provides an option for selling your music on the ReverbNation.com site (DistroNow).

#### ***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.

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