



FOR IMMEDIATE RELEASE

CONTACT: Charles Upchurch (919) 277-1147
cupchurch@fwv-us.com
Kristin Kelly (919) 277-1180
kkelly@fwv-us.com

ReverbNation.com Sets the Stage for a Music Revolution

Online Music Community for Artists, Fans and Venues To Launch at CMJ Music Marathon in New York City

NEW YORK (Oct. 16, 2006) – Music’s “working class” is about to see the value of its creative equity grow exponentially, empowered by groundbreaking networking and music-discovery tools for performers, fans, venues – and yes, even record labels and the entertainment industry – all available free on www.ReverbNation.com.

The artist-centric, online music community, which went live in September, will celebrate its official launch at the CMJ (College Music Journal) Music Marathon in New York City, Oct. 31 – Nov. 4. In addition to exhibiting at the festival’s trade show at Lincoln Center, ReverbNation.com will host its inaugural artist showcase party at the downtown rock venue Crash Mansion on Thursday, Nov. 2. The Web site is currently inviting artists in all music categories to register as members.

Combining the power of viral networking with next-generation marketing tools, ReverbNation.com is a true music community designed solely to help musicians succeed. With faster, more intelligent ways to connect artists with fans, venues, labels and other artists, ReverbNation.com offers the richest experience available on the Internet for musicians seeking new markets and new paths to popular success.

“We serve the artist’s needs first, unlike other sites that are more focused on the social aspect of viral networking,” said Jed Carlson, chief marketing officer and co-founder of ReverbNation.com. “By giving them ways to immediately expand the marketplace for their music, we’re opening doors that used to take years to get through.”

ReverbNation.com features unique tools and interface capabilities that enable artists to strengthen their relationships with existing fans, reach new fans and generate revenue from the sale of music and merchandise, song licensing, and touring. Artists and fans can share playlists, monitor listening trends and track the viral growth of a song or a band’s popularity. The site also gives those in the recording and entertainment industries an instant resource for discovering songs and talent.

The tools available to artists on ReverbNation.com include sophisticated capabilities in the areas of fan communication and web presence management. *Fan Reach* is a free fan management and email component that allows musicians to send targeted emails directly to fans, letting the artists collect, organize, and maintain email addresses in one location, eliminating random email blasts. For example, a *Fan Reach* search might identify male fans of punk rock, 21 to 29 years old, who live within 25 miles of a popular Denver-based venue.

Another breakthrough tool set is *Widgets*, allowing users to deploy information from a ReverbNation.com page to other locations on the Web. For example, data and functions from ReverbNation.com can be published at MySpace.com, PureVolume.com or a personal Web site, driving more users to ReverbNation.com. In addition, users can queue up songs from the site using a variety of criteria, and listen to music from the ReverbNation.com player while visiting other Web pages.

“The goal is to serve the entire music community, from record labels to venues to musicians and fans of all flavors,” said co-founder Lou Plaia, New York-based VP of artist development for ReverbNation.com and former marketing executive for Atlantic Records. “The site serves as a true home base for conducting the daily tasks in a musician’s life.”

Founded by a team of venture-tested internet entrepreneurs and music industry veterans, ReverbNation.com is committed to uniting the music community to benefit equally from the site’s unique functionalities, as well as to share in the success of the site, which relies on user-generated content. ReverbNation.com backs up this principle by sharing a percentage of its advertising revenue with its member artists. Other potential revenue generators for artists include song sales, merchandise sales, fan list sharing and fan referrals co-opted with permission by other artists.

“In *our* space, music comes first,” said ReverbNation.com CEO and co-founder Michael Doernberg. “Our member artists are going to discover some powerful new methods for managing their careers and their creative product, and have a lot of fun doing it.”

Artists, industry pros and media are invited to learn more about ReverbNation.com at the CMJ Music Marathon, where more than 100,000 music professionals, musicians and fans will converge for four days and nights of live showcases, trade show exhibits and panels. The ReverbNation.com team will hold Web site demonstrations during the trade show at Lincoln Center and will host a VIP artist showcase on Nov. 2 at Crash Mansion. The showcase lineup includes the red-hot buzz bands Le Meu Le Purr, Stars of Track and Field, Kennedy, Goodfinger, Ultra High Frequency and Jonny Lives!.

Please visit www.ReverbNation.com for more information.

CONTACT:

Charles Upchurch
cupchurch@fwv-us.com
919-277-1147

Kristin Kelly
kkelly@fwv-us.com
919-277-1180

#