

eMinor Secures \$2 Million In Series A Financing

Company Launches Online Music Community to Support Independent Musicians

DURHAM, NC (August 17, 2006) – eMinor, a provider of innovative software tools and services to independent musicians, today announced that the company has closed a \$2 million round of venture financing. The Series A round was led by Novak Biddle Venture Partners and Southern Capitol Ventures.

Scheduled for public release in the fall, eMinor’s flagship project, ReverbNation.com, is an online music community that features groundbreaking networking and music-discovery tools for artists, fans, venues, and record labels.

“There are profound changes occurring within the music industry,” said Mike Doernberg, CEO of eMinor. “ReverbNation.com was created to empower musicians and independent bands so they can more closely interact with their fans and, as a result, be in better control of their financial destiny. Our suite of easy-to-use online tools allow musicians, labels, and venues to convert connections with fans into cleaner, more stable revenue streams.”

The company will use the investment to support its hiring plans, expand eMinor’s marketing efforts and to fund new product development initiatives at ReverbNation.com. Jack Biddle, co-founder and general partner with Novak Biddle Venture Partners and Jason Caplain, co-founder and general partner of Southern Capitol Ventures, will join the company’s Board of Directors.

eMinor Founders and Management Team

eMinor was formed when former music industry executives Lou Plaia and Scott Egbert met with successful entrepreneur Michael Doernberg and his team (Jed Carlson, Steve Jernigan and Robert Hubbard). Plaia worked for fifteen years at Atlantic and Lava Records where he most recently was Vice President of Marketing and Artist Development. Egbert founded one of the early dot-com Artist Services companies, GigAmerica, and most recently GigUrban Showcases.

Their experience and understanding of the music and entertainment communities have enabled them to continually work with artists, managers, record labels, booking agents, music retailers, third party sponsors and advertisers. Doernberg previously founded two highly successful marketing software firms (Smartpath Inc. and Marathon Innovations) before coming to eMinor where he is now the CEO.

About eMinor

eMinor is a provider of innovative software tools and services that independent musicians need to compete, cooperate and differentiate in a competitive environment. The company’s products synthesize the social networking aspects of the Internet with powerful, yet simple, marketing tools — all framed in a context with which the musicians are familiar. eMinor is headquartered in Durham, NC with another office in New York. For more information, visit www.eminorinc.com and www.reverbnation.com.

About Novak Biddle Venture Partners

Novak Biddle Venture Partners is a leading early stage venture firm focused on investments in the mid-Atlantic and Eastern United States. Novak Biddle provides equity financing and assistance to the management of young information technology companies, and seeks business situations where the combination of ideas, dollars, experience, and relationships can create long term, sustainable value. A sampling of companies funded by Novak Biddle include: Matrics, Blackboard, Paratek Microwave, NEW Customer Service Companies, and Object Video. For more information, visit www.novakbiddle.com.

About Southern Capitol Ventures

SCV is a Raleigh, North Carolina-based venture capital firm dedicated to helping outstanding entrepreneurs build market-leading companies. The firm is focused on providing capital and guidance to early-stage technology companies across the Southeast and Mid-Atlantic. Previous investments have included Art.com, Motricity, Batanga, ChannelAdvisor and Synthematrix (acquired by Symyx NASDAQ:SMMX). For more information, please visit www.southerncapitolventures.com.

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