

FOR IMMEDIATE RELEASE 1/17/2007

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**SNOCAP AND REVERBNATION.COM STRIKE
DISTRIBUTION PARTNERSHIP**

*Innovative New Online Music Community Partners with Digital Music
Distribution Powerhouse to Fuel Sales*

SAN FRANCISCO, CA and NEW YORK, NY (January 17, 2007) -- SNOCAP, the premier music technology company for direct artist-to-fan online distribution, and ReverbNation.com, the "People's Choice" Best Music Social Network serving fans, artists, labels, and venues, today announced a partnership enabling ReverbNation users to sell digital downloads through the site's innovative DistroNow™ module. Under the arrangement, SNOCAP will handle the transaction with the consumer and the royalty payments back to the digital rights holders.

"Our partnership with SNOCAP will allow ReverbNation artists to harness the viral nature of the online music network and present the opportunity for fans to purchase music at the very moment their interest is piqued – when they are on the artist's profile page or when they receive a ReverbNation TunePak from a friend," said Jed Carlson, Chief Marketing Officer of ReverbNation.com. "Our mission is to help artists take advantage of the Internet to promote their music, grow their fan base, and grow their business. It's the very nature of the Internet and social networks that music "travels" from friend to friend(s) in a distributed way. Combining SNOCAP with our TunePak product means that purchase transactions can travel with the music through emails, IM's and blogs."

"We are very pleased to partner with ReverbNation.com for their digital sales offering," said Rusty Rueff, CEO of SNOCAP. "We like ReverbNation.com's innovative products and creative approach to helping artists grow their online business through direct contact with their fans. It's very much in sync with our own approach to maximizing the Web's potential for developing and independent artists. Both parties expect great things from this arrangement, and we look forward to a long-term partnership."

SNOCAP has relationships with major music distributors, record labels, and publishing companies and provides a path for unsigned artists to make their music available for sale across the Web. SNOCAP's easy-to-use Web-based interface simplifies the process for artists to create digital storefronts on their personal Web sites, social networking sites, or music focused sites like ReverbNation.com. One-stop registration allows musicians, labels and distributors to clear and manage their licensing rights across multiple retail destinations. Using sophisticated music fingerprinting technology to identify and catalog the music, SNOCAP ensures that the proper rights-holder is paid when a sale is made.

“SNOCAP is an ideal fit for us because they have the infrastructure and relationships that make it possible for our users to easily sell their music, regardless of whether they have a digital distribution arrangement already in place or not,” said Mike Doernberg, CEO of ReverbNation.com.

Artists who have profiles on ReverbNation.com can simply copy and paste their SNOCAP MyStore™ code into the designated box in the DistroNow™ module. “It couldn’t be any easier,” said David Pohl of Le Firm, a popular independent Rock band from NYC. Once DistroNow™ is activated, a “buy songs” button will automatically appear on the artists profile page and on any TunePaks that contain the artist’s songs.

The complete transaction from login to checkout will be handled by SNOCAP's efficient and simple-to-use e-commerce engine. Digital rights holders are able to access sales reports from SNOCAP, and SNOCAP handles royalties payment.

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 or call 212-367-0826.

DistroNow™ is ReverbNation.com’s tool for artists to generate income from the digital sale of music made available through the site. Artist registration and site use are free and DistroNow™ will give musicians a direct channel to real online distribution.

About [SNOCAP](#):

SNOCAP’s pioneering service for registering digital content and managing online distribution makes it easy for artists and labels to sell music directly to their fans over the Internet, creating a more vibrant digital music marketplace. Using SNOCAP’s MyStores, independent artists can sell their music on any website and via online retailers anywhere, anytime, while remaining fully in control of the licensing and rights. SNOCAP’s exclusive

partnership with MySpace powers the digital storefronts for thousands of artists on the popular social networking site.

In addition to MySpace, SNOCAP provides digital music and technology services to the Universal Music Group, Warner Music Group, SONY BMG MUSIC ENTERTAINMENT, EMI, The Orchard, CD Baby,TVT Records, Artemis Records/Sheridan Square Entertainment, Beggars Group, Koch Records, Nettwerk Records, Matador Records, One Little Indian Records, Ryko Group and an extensive roster of other leading independent labels. Founded by Shawn Fanning, Jordan Mendelson and Ron Conway in 2002, SNOCAP aims to be the trusted solution powering the global marketplace for digital media. The company is based in San Francisco, Calif.