

ReverbNation Launches “Sponsored Songs” to Give Away Free Music Downloads from 1,000 Artists

Windows Announced as First Advertiser

New York, NY, June 24, 2009 – Today ReverbNation, the leading marketing platform for musicians, announced the launch of ‘Sponsored Songs,’ a new online music distribution program that will give music fans access to unlimited free song downloads from 1,000 artists. Through this innovative pilot program, a passive advertisement is embedded alongside the album cover art that is seen by music fans when they play the song on their computer, portable device or phone. The advertising in Sponsored Songs travels with the fans wherever they enjoy their music - following them onto the subway, going with them to the gym, and showing up at the party - giving the advertiser frequent and regular brand exposure, and the fan free music. Today, the company announced that Windows is the first advertiser to participate in this program.

Fans get free music they can’t find anywhere else

Sponsored Songs will be available for free June 24 – September 24, 2009 on www.MySpace.com/Windows, and will feature music from independent and mainstream Artists in the rock, alternative, hip hop, latin, and electronica genres. Music fans will be able to browse, sample, and discover music from established and emerging Artists that isn’t available anywhere else on the web for free. That’s music to everyone’s ears.

Brand gets reach and frequency with target audience

“Ad-supported music models have historically been unable to deliver the value required by advertisers because they focus on the point of acquisition alone - one moment with one music fan,” explains Jed Carlson, chief operating officer of ReverbNation. “Sponsored Songs aligns the interests of artists, fans, and major brands, creating a win-win-win situation where free music is a shared goal that benefits all parties.”

Artists earn money, stay in control, and receive free promotion

Sponsored Songs is an opt-in program for select Artists that use ReverbNation.com as their online marketing platform. Artists are paid for each qualified download, and are shown the exact advertisement for their approval prior to the campaign launch.

“We treat Artists like we would want to be treated,” says Lou Plaia, vice president of artist relations at ReverbNation.com. “We give them the information to determine if Sponsored Songs is a good fit for them. If it is, we equip them with turnkey tools to promote the song to their fans.”

Joe Hall, of Hammer No More The Fingers, an independent rock band from Durham, NC, is excited about the possibilities: “We’re always looking for ways to reach new fans, and the team at ReverbNation is always working hard on new and creative ways to help Artists like us succeed. With Microsoft’s participation in the Sponsored Songs program, Artists earn money for their hard work and fans get free music.”

“Since version 1.0 of Windows, Microsoft has focused on developing technology that helps individuals be as creative as they can be. By participating in Sponsored Songs we are supporting music artists and their fans,” said Marty Collins, group marketing manager of

Windows Consumer Marketing at Microsoft Corp. “We’re excited to be a part of an effort that could transform online music distribution.”

For more info about connecting your brand with music, visit:

<http://www.ReverbNation.com/main/brands>

About ReverbNation

ReverbNation provides the innovative marketing platform 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 FanReach Pro, Street Team Manager, Fan Exclusives, and a vast array of widgets and social networking applications give the artist the power to spread their music and information virtually anywhere. Real-time stats 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 about the company, please visit www.ReverbNation.com.

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