

## **Yep Roc Records Chooses ReverbNation For Email Services**

*Leading Indie Label to Use FanReach Pro for Artist Roster*

**New York, NY, July 29, 2009** –ReverbNation, the leading music marketing platform for over 450,000 artists, labels, managers, and venues, announced that Yep Roc Records (Apples in Stereo, Dave Alvin, Robyn Hitchcock, Paul Weller, Nick Lowe, John Doe, Liam Finn) has chosen its FanReach Pro email marketing service for all fan communications.

“FanReach Pro is simply the best email service available in the marketplace for Labels and Artists,” said Hank Stockard, Director of Online Promotion and Marketing for Yep Roc. “It’s the only solution out there that can integrate content with a single click, carry out a variety of very specific marketing objectives, and track the most important metrics about email marketing. Its also baked right into our label dashboard alongside the other critical ReverbNation marketing tools, giving us a central place to manage online promotion for the roster.”

“Yep Roc is one of the most credible labels in the industry and we are ecstatic to have them using our solutions,” said Jed Carlson, co-founder and chief operating officer of ReverbNation.com. “Fanreach Pro was designed to make it easy for labels or artists to drive sales of new releases, recruit new fans, grow and execute a street team, promote upcoming shows, distribute widgets and banners, and much more.”

More information about FanReach Pro can be found here: <http://www.reverbnation.com/fanreachpro>

### **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](http://www.ReverbNation.com).

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