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REVERBNATION.COM “BEST MUSIC SOCIAL NETWORK, 2006”

New Music Community Storms to Critical Acclaim in First 60 Days Winning People’s Choice Award from Mashable.com

NEW YORK (January 2, 2006) – In less than two months since the Oct 31 launch, ReverbNation.com has risen to the top of the heap with rabid fans and musicians alike, winning the “People’s Choice” award for best music social network of 2006. ReverbNation.com is changing the music community paradigm by empowering musicians and fans with tools to help spread music virally across the internet to “get more music heard by more people”, says Mike Doernberg, CEO. “Getting the music heard is the first step in ramping up word of mouth, which leads to more downloads, ticket sales, merch sales, and buzz. We are flattered to have rabid users that voted for us on Mashable.com – the leading blog on social networking sites.”

For artists, ReverbNation.com is more like a high-octane marketing platform than just another music community. For fans, ReverbNation.com is a way to discover new music while actively helping the musicians they love. ReverbNation.com empowers users to leverage all of the functions of the Internet to virally spread music (email, IM, blogs, other social networks), rather than building a moat around the community and keeping the music locked inside.

Much of the success in 2006 can be attributed to the original set of artist tools that debuted when the site launched:

Widgets – Keep your information up to date in one place, deploy it everywhere else

ReverbNation.com’s comprehensive widget strategy is a testament to this credo. Information on an artist page like a show schedule, interactive tour map, and new music player can be “packaged up” into a widget and deployed to other sites like MySpace, Tagworld or an artist’s home page. As an artist changes the information on ReverbNation.com, the changes are reflected in real time wherever the widgets are deployed. This saves the artists valuable time, as they only have to enter the information in one place. It also means that information is kept consistent across all web pages. The player widget is the latest addition and means that as an artist changes the songs available on ReverbNation.com, the songs available in the player widget change in real time. This is critical for getting new releases to market quickly and consistently. Widget colors are customizable to fit into any web page style.

FanReach – Artists need to own their most valuable asset; their relationship with their fans

In today’s fast paced Internet environment, it is critical that artists collect and maintain email lists of their fans. Currently the most popular feature on ReverbNation.com, FanReach is a comprehensive email management and communication tool that empowers artists to tap into their traffic on other sites. With FanReach, artists can gather fan emails from their other pages, manage and organize those emails, and send out targeted mailings. FanReach even allows fans to volunteer to be street team members, and let’s the artist tag and sort their list by contact type, like “Media”, “A&R”, “Radio”, “Promoter”, or any other tag. FanReach is quickly approaching 100,000 emails sent.

ReverbNation.com is kicking off 2007 with a bang, introducing several new features that help artists spread the music in more ways, involve their most rabid fans to do it, and track the results:

TunePaks – Start a music virus

A single click “packages” up songs from the site into a hyperlink that can be delivered via email, IM, or posted into blogs or a web page. Clicking link evokes a flash player that securely streams the songs. This is an easy way to activate your fans to spread your music. For fans, it’s a great way to compile a “mix” of songs from the site and easily share them with friends or put them on a web page or blog. Here is an example:

Click to play songs from Jed Carlson, Chief Marketing Office or ReverbNation.com:
<http://www.reverbnation.com/tunepak/458>

Tracking – After you’ve started the virus, find out who gets infected

ReverbNation.com can now deliver back to the artist or record label data about which fans are spreading the music and getting them plays (via tunepaks). Tracking also tells the user where the plays are coming from, giving artists insight into where their music is becoming popular and which fans represent their best viral distribution channel.

Music Player Widget – Put your music anywhere on the web

It’s important for musicians to create a compelling listening experience for the fans, wherever their music is experienced. The Music Player Widget offers a compelling listening experience that is consistent wherever it is encountered on the web. Songs are streamed securely at bit rates up to 160, providing better quality than competing players, and when an artist changes the song lineup on ReverbNation.com, it automatically updates all of the player widgets in real-time. Fans can generate music player widgets from custom playlists compiled on ReverbNation.com to enhance their web pages with the music they love. The player color is even customizable to fit into any environment.. Here is an example:

<http://myspace.com/scottyandthereverbs>

Venue Pages – It’s about time someone included the venues where we all go to see music

Venues (clubs, bars, auditoriums, etc) represent the tangible, active experience of enjoying music and are a vital piece of the revenue puzzle for artists. ReverbNation.com has introduced profile pages specifically designed for venues to promote their shows, interact with artists, and communicate with local fans.

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.