

ReverbNation Lets Musicians Add Press Clippings to Any Website **'Press Widget' Makes Posting Album Reviews and Web Buzz a Snap for Any Artist**

(New York, NY – Aug 5, 2008) ReverbNation, the leading Marketing and Promotion Platform technology for Musicians, Labels, Managers, and Venues, today introduced the 'Press Widget' to over 215,000 Musicians and Bands that use ReverbNation applications to enhance their social network pages (MySpace, Facebook, Bebo, etc), homepages, and blogs.

The 'Press Widget' allows Artists to aggregate accolades from the media or fans into one place, and then deploy them to all of their other sites. Artists can add an unlimited number of clippings, with each one containing a link back to the original source for fans to read more. The deployed widget can be customized to match the color of any webpage, and will update in real time when the Artist adds, edits, or removes old clippings. The widget has smart word detection, which rotates clippings at a slower speed for long quotes and a quicker speed for short quotes, timed with the fan's ability to read them. Typical of all ReverbNation widgets, the 'Press Widget' can easily be shared by fans or made the object of 'Street Team' missions that incentivize the most rabid fans to spread it virally.

“Reviews and peer opinions are incredibly important for musicians. Often times, a well-placed quote from a credible source can be the difference between a potential fan actually engaging with the music, or just passing by,” said Jed Carlson, Co-Founder and COO of ReverbNation.com. “But all the super reviews won’t mean anything if they aren’t actually seen by fans or potential fans. The Press Widget can’t get you good reviews, but it can help you showcase the ones you do get.”

The Press Widget is FREE for any Artist, Label, or Manager to setup, and only takes seconds to deploy it to other sites. ReverbNation tracks the Press Widget, reporting back to the Artist how many times it has been viewed, clicked, and shared.

For more info on the Press Widget, and all ReverbNation widgets: [ReverbNation Widgets](http://www.reverbnation.com/main/features_tabs?tab=Our%20Widgets)
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About the company

ReverbNation provides the innovative marketing solutions 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 TunePaks, FanReach, TuneWidget, and Street Team Manager give the artist the power to spread their music and information virtually anywhere. Real-time stats then 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, please visit www.ReverbNation.com.

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