

Music Community ReverbNation.com to Begin Paying Musicians

Announces “Fair Share”, an Advertising Revenue Sharing Program For Artists on the Website

(New York, NY – May 8, 2007) ReverbNation.com has announced that artists will receive 50% of the revenues generated by the advertising displayed on artist profile pages. The new program, dubbed “Fair Share”, is scheduled to launch July of 2007.

Fair Share is the latest feature from ReverbNation.com, the innovative online music community that provides free marketing solutions for musicians.

“Artists are searching for new ways to earn money in this rapidly changing business,” said Jed Carlson, Chief Marketing Officer. “The relationships artists have with their fans are valuable beyond simply selling songs or tickets. They just need ways to tap into the Band Equity™ they have built up with those fans. Sharing in ad revenue with sites like ours is one of those ways.”

The program works like this: At the end of each month, half of the advertising revenue from ads across all artist profile pages will be put into a pool. That pool of money is divided among the artists participating in the Fair Share program based upon the proportion of site activity each artist generated for the month. Site activity includes things such as page view activity, song play activity, and fan activity. To qualify, artists must hold the copyrights (or permission from the rightful copyright owners) to all the content displayed on their profile pages. For complete details, visit:

http://www.reverbnation.com/controller/main/overview_fairshare

“With advertisers shifting budgets away from traditional terrestrial radio to online outlets, the timing couldn’t be better. As the advertising and traffic on the site grow, so grows the opportunity for artists,” adds Carlson.

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, or the artist’s homepage. Tools like TunePaks, FanReach, and Widgets 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.

“We are trying to create a new music ecosystem, and we see artists as our business partners,” said Mike Doernberg, CEO. “We know that we will only be as successful as the artists that use our site. This drives everything we do at ReverbNation, and is behind our ‘Artist First’ philosophy. If it doesn’t help the artists, we don’t do it.”

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For more information on ReverbNation.com, please visit www.ReverbNation.com, or call 212-367-0826.