

ReverbNation's New Product Helps Indie Band Land Sponsorship Deal

Montana Artist *The Clintons* Land Jim Beam Sponsorship Thanks to FanReach Pro

(New York, NY, April 9, 2009) ReverbNation, the preferred music marketing and promotion platform for over 375,000 artists, labels, managers, and venues, has launched FanReach Pro, a professional version of the popular FanReach email service used by over 80,000 bands to manage fan communications. FanReach Pro is designed from the ground up to help artists, venues and record labels maximize revenue from their email marketing campaigns. Montana Artist *The Clintons* have already capitalized on FanReach Pro's automatic fan data finder to provide spirits brand Jim Beam with the information required to land a lucrative and highly competitive sponsorship deal.

"Jim Beam approached us to discuss an endorsement deal. I put together a full report with demographics, fan numbers, and show attendance numbers... They were very impressed and we've landed a huge sponsorship deal. Thanks guys!" said Levi Kujala of *The Clintons*.

Every FanReach Pro account comes pre-loaded with a variety of highly customizable templates aimed at driving music industry communication objectives like promoting shows, selling music, announcing CD release parties, growing street team membership, and general newsletter updates. Artists can also upload their own custom templates. With a single click, FanReach Pro pulls the Artist's content directly into the email, including songs, videos, show schedules, ticket links, profile links, press clippings, blog entries, and exclusives. This one-click integration saves hours in email setup time and ensures that critical "purchase links" are never accidentally left out.

FanReach Pro accounts also include our Fan360 feature; a powerful fan data finder that automatically searches the web for publicly available information about each fan on the mailing list, including name, gender, location, social network profiles, and social network popularity. Armed with information about who and where their fans are, Artists can better target their email messages, run special campaigns (like a promotion just for fans that use MySpace), and prove their value to potential partners and talent buyers.

"When Artists ask how to get more gigs or sponsorship deals, our first response is to ask them what they know about their fan base," said Lou Plaia, Co-Founder/VP Music Industry Relations, ReverbNation.com. "Brands, clubs, and promoters want to know if you can deliver the fans (consumers) to meet their specific objectives. If you can prove it, you are different than 99% of bands out there. But its difficult for Artists to collect deeper information from their fans by simply putting out a clipboard at shows, or a form on their website. Fans won't spend the time to fill it out. With FanReach Pro, you never have to ask for more than an email address to get all the fan info you need. We do all the work for you."

FanReach Pro is available today for Artists, and will be available for venues, promoters, record labels, and managers in the very near future. Pricing is based on the number of contacts, and is designed to be as 'Artist Friendly' (up to 50% less than Constant Contact), as everything else ReverbNation does. Artists can start with a 30-day Free Trial, and can sign up for as little as \$9.95 per month.

[Learn more about FanReach Pro](#)

About the company

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 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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