

Branding, Marketing & Social Media Opportunity

Opportunity

GIMMESOUND.COM offers you the opportunity to influence money-spending trendsetters with a highly targeted, custom branding experience on the Web's premier **new music discovery** site, frequented by fans in **local, independent music scenes** across the US.

Target by location (geo-targeting), musical taste (over 85 genres from jazz to pop, ambient to rock to metal), age, gender, user action, etc.

In addition to standard display ads, we can **integrate your message** into our **music & video content**, creating a **user experience fully engaged with your brand**.

Studies show that targeted ads integrated with content engage users and are the most successful.

What is GIMMESOUND.COM?

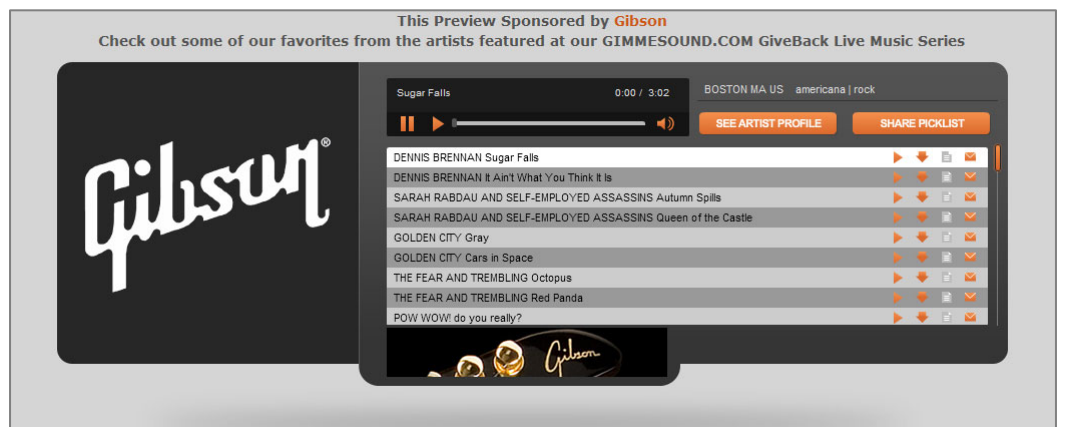
Launched in April, 2009 gimmesound.com is a **multi-channel** Web property in one of the fastest growing business sectors: **new music discovery & distribution**.

We feature music and video from **critically acclaimed independent artists in major US markets**.

- Over 2,600 independent artists
- Over 85 music genres
- 26 independent labels
- Cause Marketing
- **Custom Branding via Social Media**

Our concept is simple:

- Artists upload music.
- Fans download it for free.
- We split ad revenue with artists 50/50.
- Downloads and live shows **support causes chosen by artists and fans**.



Branded & Skinned Music Player Example

Custom Branding and Messaging Over Multiple Channels & Social Media

Experts are advising marketers to seek out media that can effectively target their brand and engage their desired audience. Chris Anderson Editor of *Wired Magazine* and author of *The Long Tail* and *Free: The Future of a Radical Price* summed up this advice when he said that the challenge for big marketers is to figure out how to scale their efforts for small online communities based on shared areas of interest.

GIMMESOUND.COM is exactly that – an emerging on-line community with a shared area of interest: **new music discovery**. We reach music lovers through multiple channels:

- Display Ads close to the most used features: search, popular genres and cities
- Text Ads integrated with content
- Emails sent to musicians and fans, including Newsletters, Alerts, Word of mouth (WOM) Emails
- Branded and Skinned Music Player
- GIMMESOUND.COM produced videos branded with your message
- Custom Entertainment Section branded with your message
- Shout-Outs at live shows
- **Social Media** – Artists embed branded videos onto their MySpace, Facebook & Web pages.

GIMMESOUND.COM is more than a destination. We're also **social media conduit** through which your brand and message spreads virally via social media to countless independent music fans.

GIMMESOUND.COM offers Superior Value compared with other music sites

Music is the world's favorite pastime according to a recent marketing study. But you don't need a study to confirm what you already know. GIMMESOUND.COM can build a custom, branded experience to reach your audience for as little as \$950 per month. **Call 978.525.9093** to get started today! See the chart below to compare gimmesound.com to the most popular – and most expensive – Web-based music sources.

MUSIC EXPERIENCE			BRANDING & MESSAGING					
Music Site	Content Focus	Free Downloads	Multiple Channels	Multiple Targeting	Embedded W/Content	Custom Branded Content	Spread via Social Media	Cause Related
GIMMESOUND	Independent Artists, Labels	Unlimited	Yes	Yes	Yes	Yes	Yes	Yes
Limewire	Major Labels	Some/Illegal	No Ads	N/A	N/A	N/A	N/A	N/A
iTunes	Major Labels	No	No Ads	N/A	N/A	N/A	N/A	N/A
AOL Music	Major Labels	Some	Yes	Yes	Yes	Some	No	No
MySpace Music	Majors & Indie	Some	Yes	Yes	Yes	Yes	Yes	No
Yahoo Music	Major Labels	No	Yes	Yes	Yes	Yes	No	No
Rhapsody	Major Labels	No	Yes	Yes	Yes	Yes	No	No
Pandora	Majors & Indie	No	Yes	Yes	Yes	No	No	No
MTV Music	Major Labels	No	Yes	Yes	Yes	Yes	No	No
ArtistDirect	Major Labels	Some	Yes	Yes	Yes	Yes	No	No
MSN Music	Major Labels	No	Yes	Yes	Yes	Yes	No	No