



TuneCore

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Burgeoning Rapper Drake Uses TuneCore For "Best I Ever Had"

The news of the burgeoning success of DIY rapper Drake, who is using TuneCore to distribute his hit song "Best I Ever Had," is spreading fast. It's just more proof that TuneCore has almost singlehandedly changed the old rules of the music business. Drake paid less than \$10 to get "Best I Ever Had" on iTunes and will keep all the royalties the hit generates.

Check out what Digital Music News says about the Drake phenomenon:

<http://www.digitalmusicnews.com/stories/051609drake/view>

"Until recently, the typical game plan for rappers was to develop some buzz, get discovered by a major label, and blast some songs nationwide. But today's hip-hop artists are blasting that dream to bits, thanks to mixtapes, the internet, and a totally different set of economic rules.

One of the biggest songs on the airwaves is a catchy rap ballad called "Best I Ever Had" by newcomer Drake. According to data found on BigChampagne's BCDash, "Best" is currently ranked #2 on Drake, Best I Ever Had RMX Mediabase's Urban chart and #3 on Hit-Rhythmic. That's quite impressive, especially given the lack of a major label push. Instead, this Canadian rapper has topped the charts based on internet buzz and guest appearances. "

ABOUT TUNECORE

Artists are building careers, selling significant volumes of music and generating revenue while keeping their rights utilizing the new model created by TuneCore. Since its launch in 2006, TuneCore has distributed tens of thousands of albums and millions of songs to iTunes and other digital stores by Grammy winners and unsigned artists alike. TuneCore Artists include Beck, Jay-Z, Aretha Franklin, Keith Richards, Public Enemy, Nine Inch Nails, Ricky Skaggs, Paul Westerberg, MGM Studios, Warren G, Bjork, Moby, High School Musical cast members, Ali Lohan, Cirque Du Soleil, Starbucks and tens of thousands more. TuneCore currently distributes between 150 - 250 release a day (more music is released in one day via TuneCore than any major record label over a year) and recently expanded its offering to distribute full-length films, TV shows, live concerts, documentaries etc to iTunes and more.

For more information on TuneCore, please contact Nick Loss-Eaton [nlosseaton@shorefire.com] or Matt Hanks [mhanks@shorefire.com] at Shore Fire Media, 718.522.7171.

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