



TuneCore

FOR IMMEDIATE RELEASE

September 15, 2010

Tunecore Partners With Yamaha To Promote Artists

Tunecore's Branded Section Of Amazon.com Expanded And Re-Launched

TuneCore and Yamaha are teaming up to promote 26 TuneCore Artists and their releases via a free compilation album download at the AmazonMP3 store to music fans attending concerts from Disturbed to Jimmy Buffet at the Verizon Amphitheater in Irvine, CA. The full list of participating artists can be found below.

Several TuneCore Artists participating in the compilation album will have their album cover featured on two giant Concert Vision screens and 12 additional plasma TV screens placed throughout the amphitheater offering a free download at AmazonMP3 and featured in the AmazonMP3 store.

The direct link to the free album is: http://amzn.to/FREE_TUNECORE

To coincide with the free album download, TuneCore has also re-launched and expanded its branded section of Amazon.com to include TuneCore Artists available via disc on demand and MP3 downloads.

<http://www.amazon.com/tunecore>

During the TuneCore promotion with Amazon and Yamaha:

- * Yamaha ambassadors at the venue will distribute custom print postcards with several of the TuneCore artist names featured on the compilation along with album art and URL for fans to get the free songs.
- * Signs in the concessions and Yamaha Music Experience booth areas will advertise the TuneCore compilation artists.
- * The Yamaha and TuneCore websites, Facebook pages, and Tweets will promote the TuneCore compilation artists.
- * The artists and songs will be featured on a dedicated page at <http://tunecore.com/yamaha> including album art. The webpage will direct consumers to the free sampler at AmazonMP3. The free download will expire November 15.

The promotion will run during the following tour dates:

- * 9/17 - Disturbed - Avenged Sevenfold - Stone Sour-Halestorm
- * 9/18 - Jack's 5th Festival (Steve Miller Band/The Cult)
- * 9/19 - Jonas Brothers + Demi Lovato
- * 9/26 - Zac Brown Band
- * 10/9 - Rascal Flatts
- * 10/2 - Tom Petty + ZZ Top
- * 10/12 - Jack Johnson
- * 10/21 - Jimmy Buffett

The 26 Participating bands are:

Oh No Oh My
Dead Models
The Limousines
Andrew Belle
Thieving Irons
Jaymay
Parlor Hawk
Colt Ford
Burning Spear
Turnstylz and Sciryl
Black Sheep
CU Next Weekend
Red Jumpsuit Apparatus
Parlotones
Sleeperstar

The Bangkok Five
Shapes of Race Cars
Katie Herzig
John Cate & the Van Gogh Brothers
The Spring Standards
Rosi Golan
Ron Pope
Five Times August
Ari Hest
Greg Holden
Carmen Reece

About TuneCore

TuneCore is the largest distributor and has one of the highest revenue-generating music catalogs in the world: In 2009 alone, more than 65 million songs were bought for download or paid to stream, earning TuneCore artists over 30 million dollars.

TuneCore is a low, flat fee service that distributes music to iTunes, eMusic, AmazonMP3, Nokia and many other major download and streaming sites while taking no rights and no revenue from the sale of the music. Artists are building careers, selling significant volumes of music and generating revenue through 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 Drake, 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.

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