

SoundStation Music Services introduces personalized digital music stores for major and indie labels.

SoundStation Music Services is the premier provider of artist branded digital music store solutions. Branded SoundStation Music Stores represent a combination of artist identity, e-commerce, fulfillment, customer service, and marketing rolled into an all-in-one digital distribution platform. These uniquely customized storefronts can be used to effectively sell music on any number of webpages while virally spreading themselves throughout the internet. Music industry professionals have regarded SoundStation Music Store as one of the most innovative and compelling strategies for maximizing performance in the web 2.0 economy.

New York, NY — October 25, 2008 — SoundStation Music Services, a leading provider of digital music distribution services, today announced the official release of artist branded music stores that aim to strengthen connections between artist and fans while effectively monetizing the digital marketplace.

Identify with your fans.

The branded SoundStation Music Store is specifically designed for musicians with an established fan base that seek to perpetuate their artistic identity while simultaneously building a widespread distribution network across the face of the internet. Branded widget clients work directly with our in-house creative professionals will develop a customized music store experience that accentuates artistic expression and truly satisfies the above standard expectations of fans.

Sell albums and singles at any price.

“Unfortunately, other leading online music retailers such as iTunes take it upon themselves to control the price of music, they say singles can be no higher than .99 cents and albums can be no higher than \$9.99” says Sunil Wilkinson, COO of SoundStation Music Services. “Not us, we believe that content owners should always maintain the fundamental right to determine the value of their music. Our position is to simply facilitate the sale of music, clients decide where they want to sell their music and how much consumers should pay for it”.

Collect & respond to digital fan mail.

SoundStation Music Store is not just an excellent digital music sales solution, but it is also a highly efficient marketing tool. Content owners can automatically collect webcam videos and email messages from enthusiastic listeners anywhere their SoundStation Music Store is available. When artist responds to fan, fan receives an embeddable SoundStation Fan Mail Response (SFMR) widget containing fan original message and artist response message. Since artist responses are considered personal and compelling media, fans are driven to share their SFMR across the social web. Furthermore, inside every SFMR is a cleverly accessible and fully functional SoundStation Music Store, allowing fan mail viewers to easily purchase tunes by the artist in just one click.

About SoundStation Music Services

SoundStation.com is a leading provider of artist branded digital music distribution services. Our mission is to provide music industry professionals with the most compelling, efficient, and affordable direct to consumer digital distribution platform going forward into the digital era.

Media Contacts

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