

## SoundLoud.com unveils the SoundStation Music Store.

**SoundStation Music Store Empowers Artists and Labels to Sell Directly to Fans anywhere on the web, including official artist websites and MySpace profiles.**

**New York, NY — November 6, 2006** — SoundLoud.com, a leading provider of digital music distribution services, today announced the official release of the SoundStation Music Store, an innovative digital music player with a built-in shopping cart for seamless purchasing of music downloads, that promises to revolutionize the digital music marketplace for artists and fans everywhere. SoundStation Music Stores can be embedded on multiple band websites or online social communities to more efficiently promote music while facilitating secure transactions of digital music downloads.

“The SoundStation Music Store is one of the most powerful tools for artist and labels to distribute their music to fans,” said Sunil Wilkinson, a co-founder and Senior Vice President of SoundLoud.com. “The transparent billing and ubiquitous nature of SoundStation Music Store is a dream come true for the music industry, we expect to see artists translate the traffic from their existing websites into digital music sales.”

SoundLoud.com music services will enable registered artist and labels to upload and manage content, set pricing, track royalties, and accept major credit card payments for MP3 music downloads via the SoundStation Music Store. Music artists and bands will be empowered to sell their music directly from their MySpace profile, official artist website, and any other traffic driven webpage with the potential to generate buzz or music sales. The entire checkout process takes place within the SoundStation Music Store widget and never needs to redirect music buyers to another webpage.

The goal of SoundStation is to encourage industry executives to create and market their own music stores. Marketing your SoundStation Music Store is easy because it can be placed anywhere on the web and on multiple websites, you can even use the SoundStation music store itself as an online advertisement. Once SoundStation Music Store has been deployed on the Internet clients can conveniently monitor music sales and store performance from the SoundLoud.com account management system.

### **Create Your Own Music Store**

Music artists can register for a SoundLoud.com account to create a SoundStation Music Store. Once completing a quick registration process an artist will have access to a full suite of music management tools. “We have built the most robust and extensible online music management system allowing artists and records labels to effectively control every aspect of promoting and selling music on the Internet” said Shaun Newsum, a co-founder and CEO SoundLoud.com.

Users can upload high-quality MP3 files to be sold as music downloads via the SoundStation Music Store. All music files are tested by our back-end system to ensure only high quality files can be made available for purchase. The SoundStation Music

Store comes complete with a mini-profile displaying information about the artist such as an artist image and biography.

### **Monitor your Music Sales and Store Performance**

SoundLoud.com provides an informative account management dashboard displaying up to the minute information about the performance activity of your SoundStation Music Store. We keep track of all the views, plays, and purchases made through your SoundStation Music Store in real-time. In addition, royalty earnings reports can be accessed, customized, and printed from the web at anytime.

“The do-it-yourself entrepreneurial attitude is already resident throughout the Internet, with our service we are trying bring the same approach to the digital music industry”, said Newsum.

### **Sell Your Music Anywhere on the Web**

Packaged as a simple flash embed, SoundStation Music Store can be added to just about any webpage on the Internet. “Although it can be posted on blogs, forums, and social networking sites such as Myspace, the ideal location for the SoundStation Music Store would be official artist/band websites” said Wilkinson. “We believe that the legitimacy of official artist/band websites will be effective in making fans feel most comfortable when purchasing digital music on the Internet”.

As a convenience to consumers, the SoundStation Music Store allows a lifetime of streaming, storage, and re-downloading of purchased music. Customers will always have access to their music from anywhere.

### **About SoundLoud.com**

SoundLoud.com is a leading provider of digital music services. Our mission is to empower the majority of independent, unsigned, and emerging music artists with dramatically powerful tools for online music management. We aim to provide the music industry with the most innovative solutions for content availability, information management, online billing, technology, and distribution.

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