



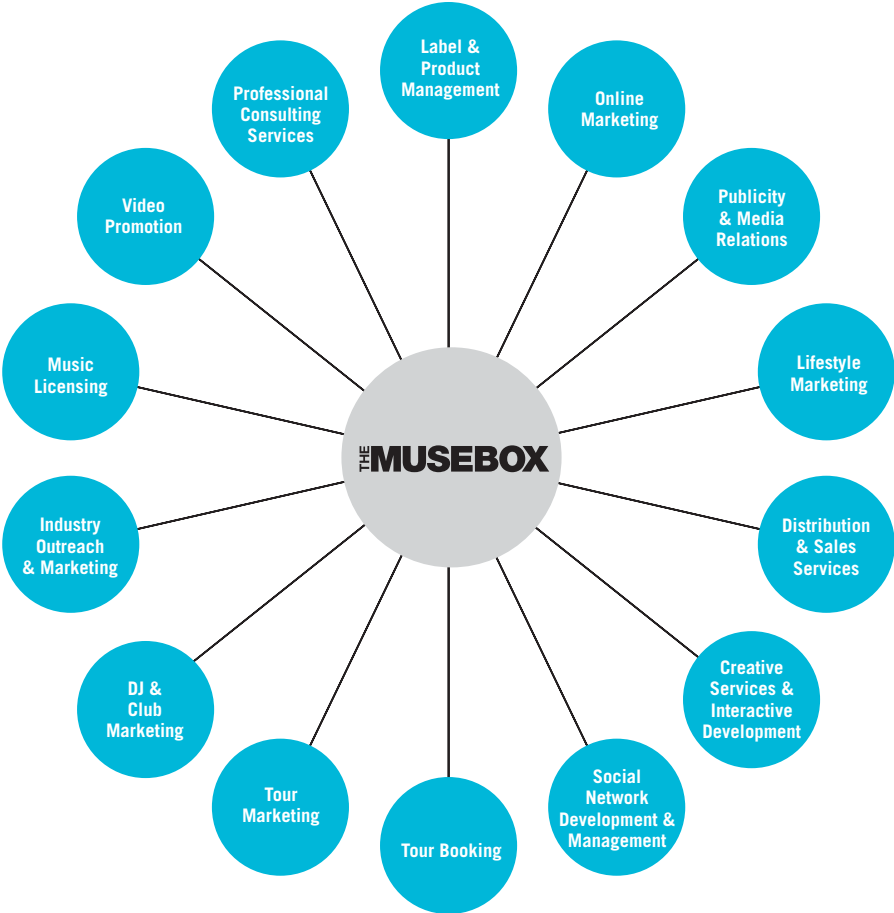
SERVICES OVERVIEW

Powering the Music Revolution: The MuseBox

The MuseBox is a full-service management and marketing agency uniquely positioned to help your band or company thrive in today's rapidly changing environment. Our team of music industry veterans is committed to artist development and success for the independent musician, as well as like-minded labels, brands, and startups.

Embracing the opportunity of a radically changing music climate, the company provides strategic direction and tactical support, empowering our clients to choose from a variety of strategies and guiding them through a changing world of distribution and opportunity.

Your 360° North American Management and Marketing Solution



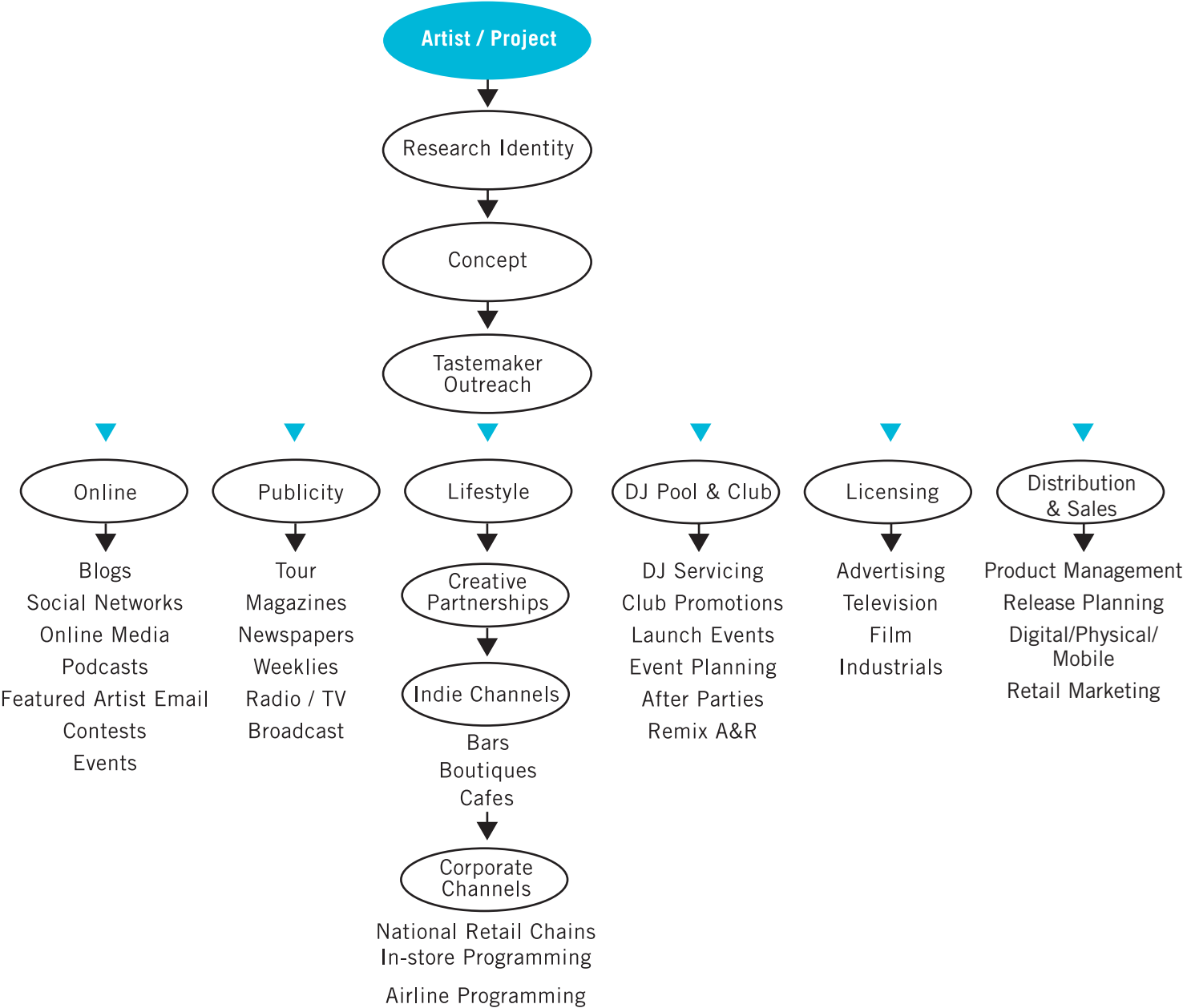
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NEW YORK: 94 Fulton Street 4th Floor New York, NY 10038 212.231.7439
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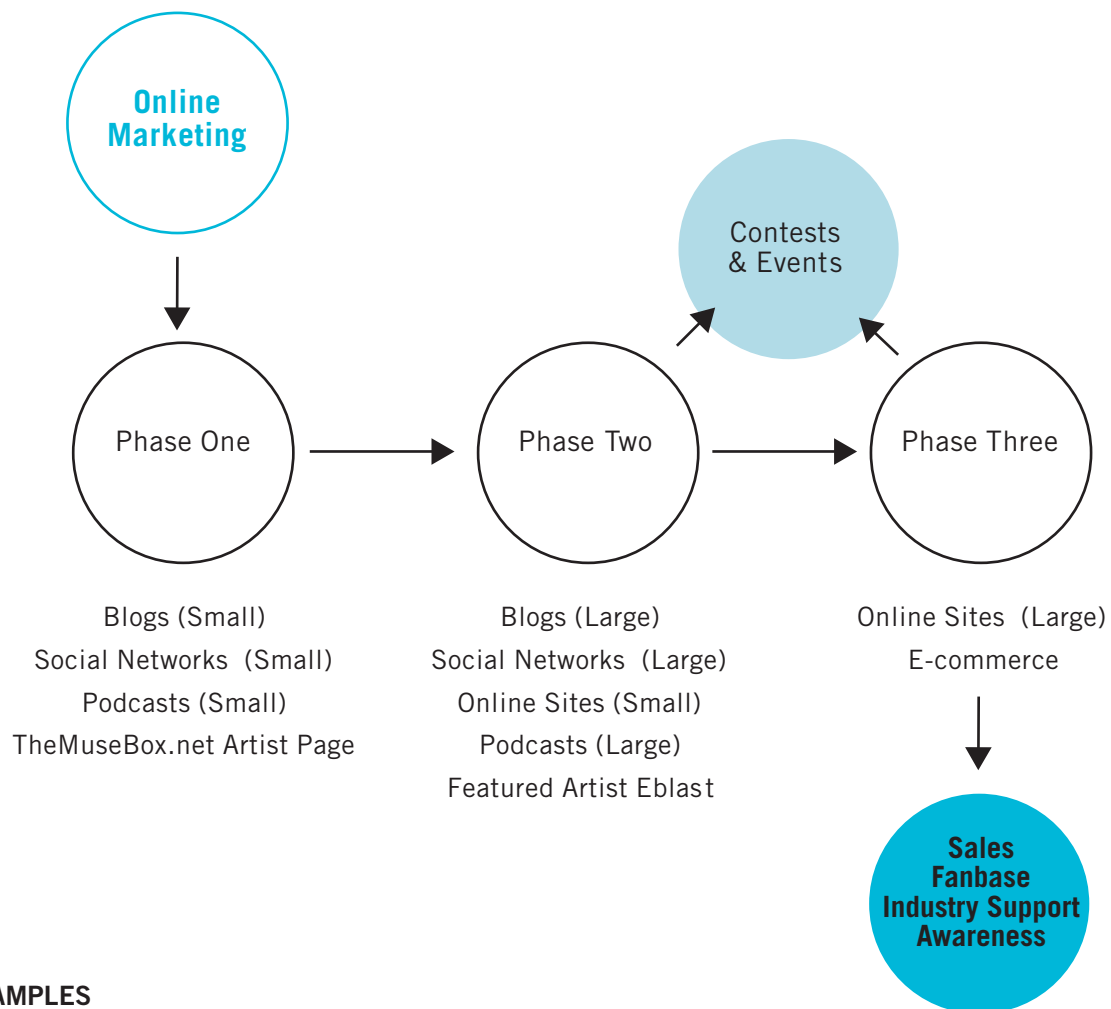


LABEL, BRAND & PRODUCT MANAGEMENT

Our Label & Brand Management Process revolves around the idea that all marketing and promotional departments should reinforce each others' efforts through integrated processes and collaboration. Think of us as your freelance Product / Label / Band Manager, ready to get to work when you need us and produce results in short order. With offices in both New York City and Toronto, The MuseBox is uniquely able to lead your campaign toward tangible success.



The MuseBox Online Marketing approach focuses on building campaigns from the ground up. Rather than having a sudden burst of attention that quickly dies, this process enables us to sustain the attention that our projects receive for a much longer time period.



EXAMPLES

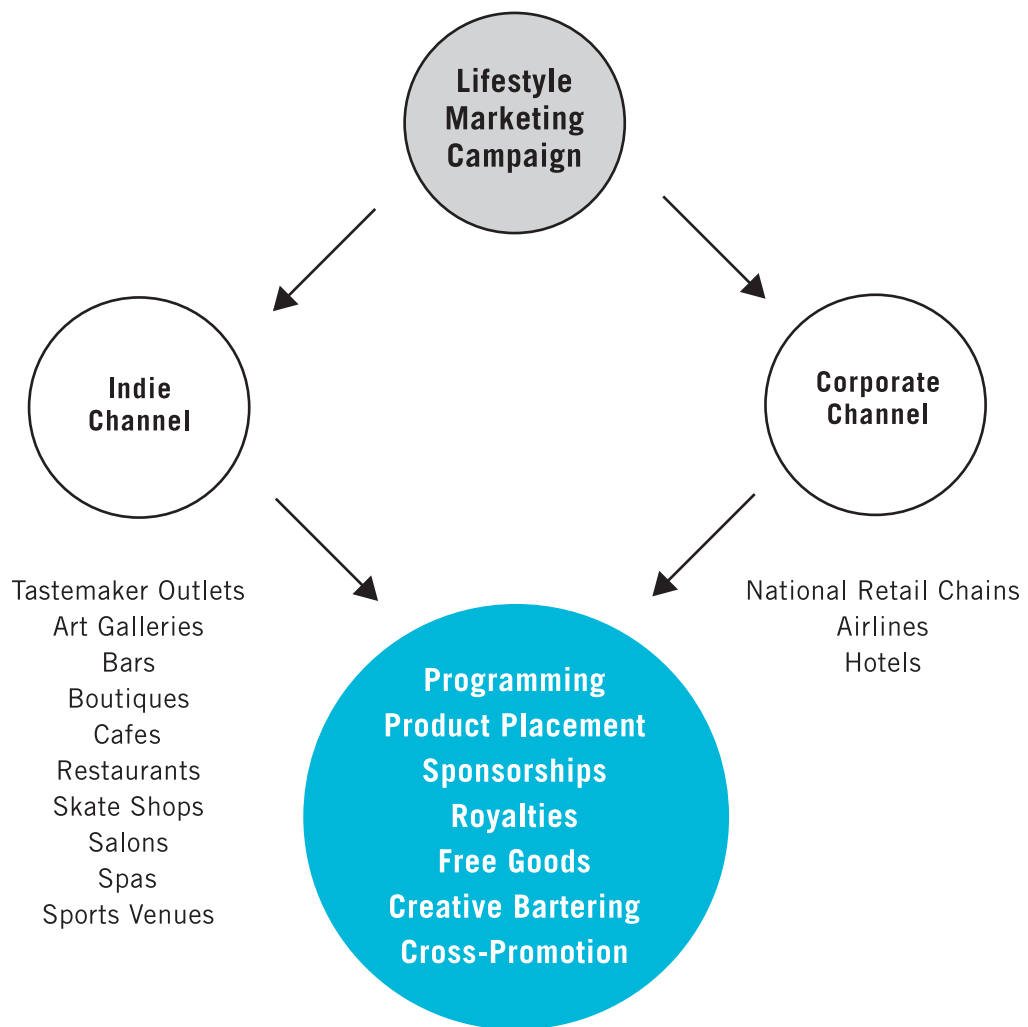
- Small, tastemaker blogs (i.e. Gorilla vs. Bear, The Music Slut)
- Large, highly trafficked blogs (i.e., Spinner, Brooklyn Vegan, Stereogum)
- Online Sites (i.e. Pitchfork, AOL Music, Spin, Yahoo, Rolling Stone, Billboard)
- Social Networks (i.e. Myspace, Facebook, imeem, Virb, iSound, Reverbnation)
- E-Commerce (i.e. iTunes, Rhapsody, emusic)

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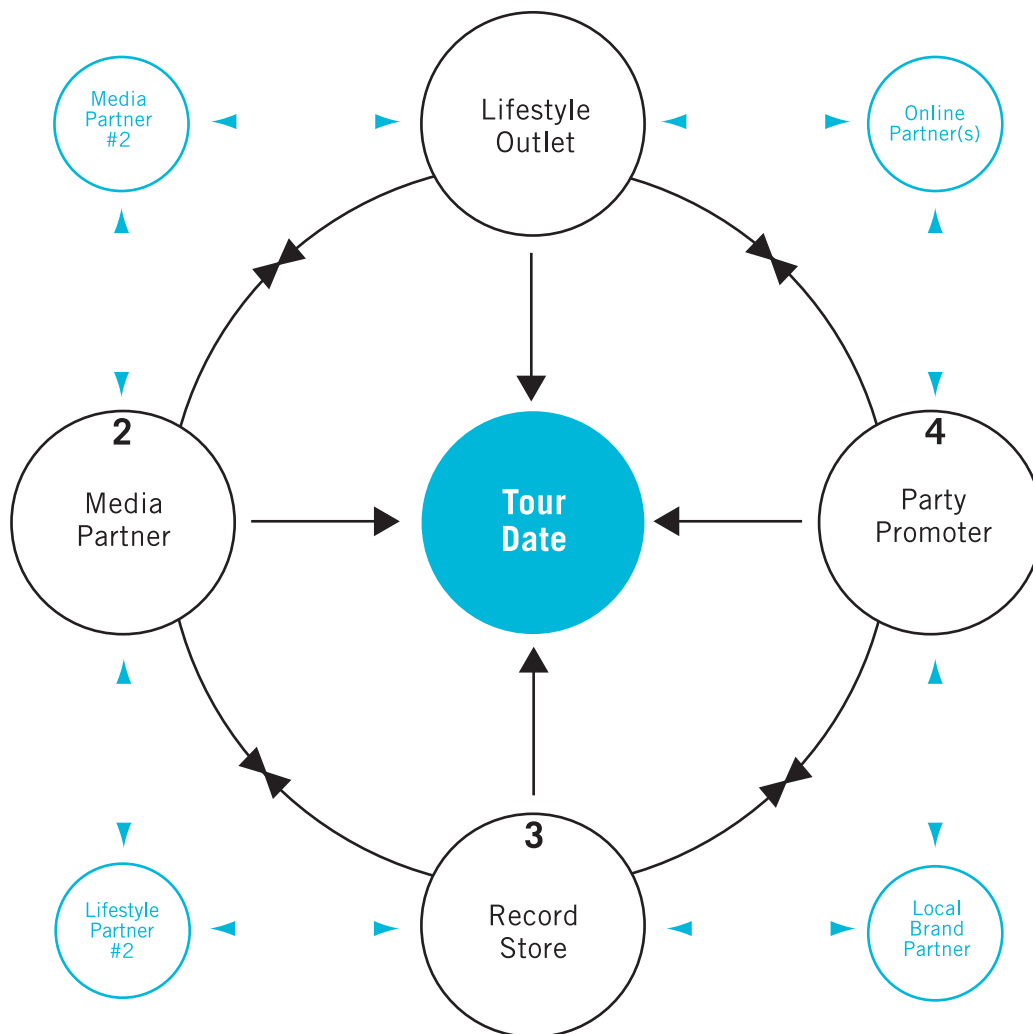
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LIFESTYLE MARKETING

Lifestyle Marketing incorporates a diverse cross-section of retailers – large and small alike – and initiates unique partnerships and opportunities including in-store programming, contesting and new revenue streams. The combination of our lifestyle marketing with the company’s tour, online, and field marketing creates a uniquely powerful impact for your project.



Tour Marketing is one trademark specialty of The MuseBox. Identifying 3-6 partners in each target market, we will strive to create community within community. Using a combination of guest-list spots, special band contest prizes and products and services supplied by our partners, we will create campaigns that are beneficial to all parties – all facets focusing around the artist’s music.



EXAMPLE: LOS ANGELES, CA

- 1 Lifestyle Partner: Fred Segal, Ben Sherman (offers prizing; promotes to email list)
- 2 Media Partner, Online: LAist.com (promotes the contest and show)
- 3 Record Store: Amoeba (utilize prize packs; promotes to email lists)
- 4 Party Promoter #1: Cha Cha Lounge (artist is special guest; agrees to bartend or dj after-party; promotes to email list)
- 5 Local Brand Partner: Back Door Café (gives away dinner for 2 with tickets to performance; promotes to email list)



SERVICES

ONLINE MARKETING

The MuseBox maintains an ongoing relationship with a full range of online media and develops coverage with target outlets:

- Promote downloads and streams, land reviews and market shows
- Create multi-tiered promotions and contesting
- Online video distribution
- Develop and execute advertising and media buys, viral content distribution
- Marketing, content, and e-commerce partnerships with streaming video sites, social networks, ad-supported services and more

PUBLICITY AND MEDIA RELATIONS

Our team will service and promote a comprehensive panel of national, regional, online, broadcast, NPR and other media outlets:

- Pitch and arrange for interviews, reviews and previews, artist features and more
- Increase artist profile through creative placement with targeted lifestyle and general-interest media outlets

LIFESTYLE MARKETING

Our unique services in creating and implementing creative, multi-element marketing programs will engage key tastemaker consumers and grassroots supporters in their natural environment:

- Develop in-store play and placement with targeted group of bars, cafes, boutiques, skate shops, hair salons, indie record retailers, and other music and non-music lifestyle outlets
- Create cross-promotions with retail outlets, live performances, listening parties, national chains and more

DISTRIBUTION AND SALES SERVICES

We will manage all phases of digital and physical retail campaigns from product setup and content delivery to ongoing marketing programs:

- Content management & delivery to all digital and mobile sales providers (iTunes, Amazon MP3, Rhapsody, etc.)
- Product setup, solicitation, distribution, and management with North American physical retailers
- CD and vinyl release planning and manufacturing services
- Focused & aggressive retail marketing including in-store play, contests, promotions, and performance opportunity

CREATIVE SERVICES & INTERACTIVE DEVELOPMENT

Our award-winning team of developers will create and implement all the tools you need to ignite and develop a network of fans and supporters:

- Online advertising: creative development and media management
- Website development, viral content creation, music widgets, podcasts, games and apps
- TV/broadcast content development including videos, EPKs, custom productions, etc.
- Graphic design services for print advertising, brochures, etc.
- Tools enabling direct e-commerce sales from band and label-managed websites

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LABEL AND PRODUCT MANAGEMENT

With a team of music marketing experts, each with a history of innovation and proven success in artist development and management, the MuseBox team can provide strategic direction and implementation on all phases of label management and album release planning:

- Ongoing business development and strategic consultation
- Create and execute full marketing plan for each release
- A&R consultation and development
- Reporting and administration
- Manufacturing liaison
- New product development: premium bundles, new configurations

SOCIAL NETWORK DEVELOPMENT & MANAGEMENT

We will build and develop a committed network of fans and supporters, and engage them to help create a groundswell of support:

- Market via social networks and develop online community
- Fan database management and development
- Website management
- Manage fan communication and dialogue
- Strategic release of exclusive and viral content to fan lists

TOUR BOOKING

The MuseBox will leverage our nationwide network to provide crucial support and connections to develop your initial North American tour base:

- Direct booking services for small tours, national tours or one-off showcases in most markets
- Connection with key booking agencies as project develops
- Targeted local-market field marketing

TOUR MARKETING

We can provide all crucial marketing and promotion services to create high impact and long-term audience building around all live performance opportunities:

- Email blast to our large network of engaged fans and tastemakers promoting upcoming tour dates
- Partner with local media and online outlets to assist in the promotion of live events
- Invite tastemakers to attend shows and create logical cross-promotions with lifestyle outlets along tour route
- Create and distribute national tour promotion widgets and viral tools
- Develop additional opportunities – after-parties, retail appearances, meet-and-greets, guest DJ spots, etc.
- to build awareness and relationships

DJ AND CLUB MARKETING

Through our ongoing relationship with a network of influential DJ and Club culture mavens, we garner important buzz among the tastemaker community for our projects:

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- Create custom listening party events with a range of clubs and venues
- Promote music and brands to the largest DJ Pool in North America
- Organize guest DJ slots and club residencies for appropriate clients and artists

INDUSTRY OUTREACH AND MARKETING

Our database of key b2b contacts enables the MuseBox team to provide a crucial bridge to industry decision-makers on our clients' behalf:

- Targets include major and independent A&R, publishing, booking agents, tastemaker media, online partners, retailers and distributors
- Set up and promote artist showcases, demo review sessions, industry networking opportunities, etc.

MUSIC LICENSING

Our efforts result in direct Music Licensing and revenue opportunities for clients, as well as developing and providing continuing opportunities for brand involvement:

- Film, TV, Advertising, and Video Game placement
- Customized marketing programs around each music placement
- Online – streaming service licensing
- Sponsorship development
- Branded Music Compilation CD's

VIDEO PROMOTION

We service and promote all National, Regional, Web, Retail Pools and Club Outlets:

- Officially service video in preferred tape format with all submission forms
- Develop and secure featured play, interviews and station promotion opportunities
- Leverage fan communities and cross-promotions to increase impact

PROFESSIONAL CONSULTING SERVICES

Put our expertise to work on behalf of your own band, company, or brand:

- Long-term career development
- Recommendation and connection with key industry contacts
- Strategic overview of the music marketplace and tastemaker culture

ADDITIONAL SERVICES

The MuseBox team can leverage its expertise and network in different areas customized to each client need, including such additional elements as:

- Campus and Specialty Radio promotion (CDN only)
- Grant writing (CDN only) and Government Relations
- Photography: live concert, press and publicity shoots – studio or location
- And more!

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RATE CARD

Service	Monthly Fees		Full North American Servicing Discount (US + Canada)
	US	CDN	
Online Marketing	\$3,000	\$1,500	\$3,500
Publicity & Media Relations	\$3,000	\$1,000	\$3,000
Combination: Online & Publicity	\$4,000	\$1,750	\$5,000
Lifestyle Marketing	\$3,000	\$1,000	\$3,000
Social Network Development	\$2,000	\$2,000	\$2,000
Tour Marketing	\$3,000	\$1,500	\$2,500
DJ / Club Marketing	\$1,500	\$1,000	\$1,500
Industry Outreach	\$2,000	\$750	\$2,250
Video Promotion	\$3,000	\$750	\$3,000

Custom Services	Monthly Fees
Label & Product Mgt	Fee based upon review of client needs
Distribution & Sales Services	TBD
Tour Marketing	\$500 / market + \$1,000 setup fee
Tour Booking	\$55 / show + \$300 setup fee (or 10% of guarantee)
Music Licensing	10% of sync fee
Professional Consulting Services	Fee based upon review of client needs
Creative/Interactive Development	Fee based upon review of client needs
Canada only: College/Specialty Radio & Press (2 months)	\$4,000 Discounted fee: \$2,500
Grant writing, NGO and government cultural relations	Fee based upon review of client needs

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