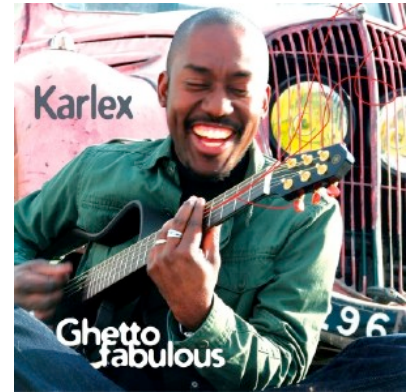




ONLINE ARTIST DEVELOPMENT CASE STUDY: KARLEX

=> Brand Development & Marketing

- Feature: Karlex Brings His New Afro Groove Music to the World
- Official Biography: Karlex: Ambassador of Afro Groove
- Press Releases:
 - Road Trip Nation Features Karlex' Song 'Madness'
 - Acoustic Fuel features Single "I've Got News For You..."
- Mailing list on Fanbridge; design and launched artist newsletter
- Web graphics, banners & flyers



=> Saturated Marketing

- Social Networking Sites: Myspace, Facebook, hi5, Nextcat, Audio Street
- Music Communities: Indie-Music.com, Number One Music
- Artist Direct/Ultimate Band List
 - Nov. '07 Charting: r&b/soul top 25 (#2); world top 25 (#6); ultimate top 100 (#34)
 - Oct. '07 Features: UBL homepage; Buzz newsletter; World music section; ARTISTdirect homepage
- Video Sharing: YouTube, Metacafe, Motionbox, iFilm, Sharkle, eBaumsworld, Daily Motion, Blip TV, revver, Guba, Google Video, Yahoo! Video, Motiono, Uncut Video, Break, Live Video, Singing Fool, Vimeo, Jumpcut, VEOH, Clipshack
 - Video reached #3 on MVspy (now A&R Channel)
- Airplay Direct for radio programmers & Djs
- Set up on niche, online retailer Amie Street.
 - Featured artist (homepage/newsletter - September 12, 2007)
- Online street teaming & syndicated distribution of press releases, features & news to hundreds of groups, forums, music sites, news aggregators, and blogs

=> Industry Outreach

- Represented at: MIDEM 2008, Popkomm 2007, NXNE 2007, CMW 2007
- North American campaign to seek distribution/licensing/touring
 - arranging meetings with booking agents and record labels
- Consulting & implementation of radio promotion campaign in the US
 - 65 TRIPLE-A "Total Stations/Shows"Markets include: Bridgeport (CT), Tampa (FL), Lafayette/Baton Rouge (LA), Grand Rapids (MI), St. Louis (MO), Minneapolis (MN), Trenton (NJ), Santa Fe (NM), Philadelphia (PA), Cleveland (OH), Portland (OR), Houston (TX), Madison (WI); INT: Canada, Germany

=> Tour Support

- Organize North America introductory showcase (March/April '08)
 - MusicDish/Wildflower CMW Showcase (Toronto)
 - Nuits D'Afrique (Montreal)
 - BAM Cafe (New York)
- US, France, Caribbean press & media campaign for TGV tour
- Press Releases
 - Karlex Makes Comeback To France's High-Speed TGV Train
 - Karlex Invited To Perform London Calling 2007
 - Karlex Launches First High-Speed TGV Train Tour In France
 - Karlex Tours Holland In Support Of "Ghetto Fabulous" Release

