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FOR IMMEDIATE RELEASE

Band To Sell Itself On eBay

Orlando, FL—April 26, 2005—It's common to hear of independent musicians who lack the backing of a major label and the muscle that comes with it; and although this is the fix that Orlando band, The Zax (<http://www.thezax.com>), find themselves in, they've found a creative way to beat the system. Through using "The World's Online Marketplace", The Zax are going to put themselves up for sale. And it gets even better. Not just are they going to use the money to help aid in the release of their debut album "Umbrella", but they are also promising to match the highest bidder and donate the profits to the charity of the winner's choice (or if they have no preference, to the bands choice, VH1's Save the Music Foundation).

Yes, on June 1, 2005, The Zax will put themselves up for auction on eBay. While the Internet has become one of the biggest promoters for independent bands, The Zax are pushing things forward by utilizing the popularity of eBay to finance their record and donate to charity at the same time.

And still, this isn't about money but about their fans. Having created an already sizeable following even without a produced record, and garnering over 40,000 plays on music site PureVolume.com, The Zax found themselves in need of a product to give to their fans. "We sent out a newsletter to our fans [about the auction] and I got an e-mail back from a girl in Texas, who said 'I don't have \$2,000, but I have \$200.' Here's this girl who doesn't know us, and she's willing to send us \$200 to help us do it. Those kinds of things make it worthwhile," recalls singer Ryan Harmon. "We need funding to get this out to our fans, fans like that, and we want to help a good cause at the same time." Struggling with their own need for backing, The Zax also want to help the highest bidder by offering them the chance to promote their own name, company or charity by printing their personalized logo on their CD insert and offer them other promotional opportunities.

So the countdown begins, and on June 1st this innovative charity scheme begins. But you don't have to wait that long to check out The Zax, you can join in with the 40,000 plus hits on PureVolume.com (<http://www.purevolume.com/thezax>) and visit them on the web at <http://www.thezax.com>.

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