



For Immediate Release:

IRIS DISTRIBUTION FOSTERS THE GROWTH OF A NEW MUSIC INDUSTRY

*Cutting Edge Digital Distributor Forges A New Model With Marquis-Level Artists,
Independent Labels and Forward Thinking Brands*

May 6th, 2008 – NARM – San Francisco, CA – Five years after it's inception, IRIS Distribution continues to help define the market with a slew of innovative new deals. Recent signings include prominent record labels, Alleviated, Labrador, Definitive and +1; direct to artist deals with She Wants Revenge, Lou Reed, Larry Heard, Claude Von Stroke, and Lawson Rollins as well as brand partnerships with Electrolux, and Johnson and Johnson. These agreements compliment existing relationships with artists including Joe Bonamassa, Burning Spear, Le Tigre, Monolake, and Joshua Collins; world-class brands, Scion/Toyota, Memorex, and Chandon and high-profile labels such as Ninja Tune, Megaforce, K Records, Duck Down, Gemini Sun, Brassland, Palmetto, Kranky and Chemikal Underground.

“Over the past five years, we’ve not only seen the rapid shift from physical product to digital sales but also a change in the fundamental nature of the industry,” said IRIS Chief Marketing Officer, Bryn Boughton. “As the market continues to define and re-define itself IRIS is perfectly positioned to strengthen and advance the independent community. We feel fortunate to be at a point in history when independent music is more valued and available than ever before.”

IRIS Distribution and complementary marketing division, BlinkerActive, work in tandem to help clients find and expand their audience.

“Finding the right digital partner was a priority for me and after researching all the options, it was clear that IRIS is the best choice for an established, independent artist,” said guitar virtuoso, Lawson Rollins. “As a client of both IRIS and their interactive marketing division, BlinkerActive, my expectations have not only been met but surpassed.”

"IRIS represents the future of digital distribution. " Said Scion label head, Mark Reveley. "We trust them to represent the artists Scion supports in an online marketplace facing unprecedented growth and opportunity. Scion's goal of forwarding modern urban music culture is best served by a strong online presence; we chose IRIS with this in mind."



About IRIS Distribution:

IRIS is a leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music catalogs. Founded in 2003, IRIS provides a comprehensive suite of technical, marketing and legal services to independent record labels, established artists and forward-thinking brands , helping them to navigate the emerging digital marketplace.

IRIS currently distributes a select group of top independent record labels including Big Dada, Burning Spear, Chemikal Underground, Duck Down Records, Gemini Sun, Ghostly International, K Records, Kranky, Le Tigre, Lou Reed, Megaforce, NinjaTune, Palmetto Records, Projekt and SCION to over 350 digital outlets, including Amazon MP3, Apple's iTunes Store, Beatport, eMusic, Kompakt MP3, Last.FM, Napster 2.0, Real/ Rhapsody and We7; mobile channels such as AT&T, Boost, Cingular, GroupieTunes, Jamster, mSpot, MobileStreams, Sprint, Telus and T-Mobile; as well as video outlets including Apple's iTunes Store, Gotuit Media, and Ruckus Networks. IRIS is based in San Francisco, CA and New York, NY.

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