



FOR IMMEDIATE RELEASE:

IRIS DISTRIBUTION SEES STRONG GROWTH AND PROFITABILITY IN 2008
Outlook Bright for 2009

SAN FRANCISCO CALIFORNIA – January 15, 2009

IRIS Distribution, a leading digital media distributor with global reach, announced a banner year including significant new label signings, international retail growth, and an expansion into brand marketing.

“We’re ecstatic about our growth in 2008,” said IRIS Chief Executive Officer, Matt Laszuk. “After delivering solid profitability in the second half of the year, we’re proud to be the stable and reliable choice for digital distribution and marketing. “

IRIS brought in significant new business in 2008 including agreements with prominent record labels including: Alleviated, Jake Records, M_nus, Pal Joey, Made For Success, Mothership, +1, and Starborne; direct to artist deals with She Wants Revenge, Lou Reed, Dave Stewart, Larry Heard, Claude Von Stroke, and Lawson Rollins as well as brand partnerships with Electrolux and Scion/Toyota. These agreements compliment existing relationships with artists including Joe Bonamassa, Ben Taylor, Le Tigre, Monolake, and Joshua Collins; world-class brands, Memorex and Chandon and high-profile labels such as Ninja Tune, Megaforce, K Records, Duck Down, Gemini Sun, Palmetto, Kranky and Chemikal Underground.

BlinkerActive, IRIS’ dedicated marketing division, found success with a new kind of client as agencies like DDB and Beyond Marketing sought to tap the power of music for their brand campaigns. The marketing power-house continued to build label and artist brands including Chemikal Underground, Bad Brains, Dave Stewart and Scion. For Infinita records artist Lawson Rollins, an innovative video campaign netted over 1.5 million views.

“Over the past six years, we’ve not only seen the rapid shift in the way fans acquire music, 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 uniquely 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.”

“We consider ourselves fortunate to have a partner like IRIS who understand our roster and the ethos behind the label,” said Stewart Henderson of Chemikal Underground Records. “It can be a bewildering and inaccessible marketplace at times and we trust their judgment implicitly when it comes to representing our best interests.”



Starborne President, Jim Schlichting shared his thoughts, "Starborne Productions researched our options for over two years. With a large catalog of over 1,200 recordings in our digital library we needed a distribution company with both reach and marketing savvy as well as someone who had a secure business. IRIS was the right match for us!"

About IRIS Distribution:

Founded in 2003, IRIS has emerged as a leader in the digital distribution and marketing of prominent independent music and video catalogs. IRIS provides a comprehensive suite of technical, marketing, and legal services, helping clients navigate the ever-changing digital marketplace. The company also provides support through BlinkerActive, its dedicated marketing division. IRIS boasts a strong roster of leading independent labels from all genres and distributes to over 450 digital outlets around the world

For More Information Please Contact:

Bryn Boughton
Chief Marketing Officer
San Francisco & New York
111 New Montgomery St. Suite 301
San Francisco, CA 94105
(415) 495 1545 main line
(415) 704 3327 fax
IRISdistribution.com