



For Immediate Release

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HOLD THE iPHONE: SINATRA'S ON THE LINE!

****StarMaker Karaoke iPhone App Revolutionizes Music with Recordable, Shareable Karaoke Fun For Everyone****

San Francisco, March 4, 2010: Rock River Music, Inc., the leader in customized music solutions for brands and consumers, announces the launch of StarMaker Karaoke, a new, groundbreaking, interactive media platform. Initially available as a proprietary iPhone app, StarMaker Karaoke allows the user to select from a large library of hit songs, record their own performance “karaoke” style, immediately create e-cards, post to Facebook and email their recording to friends, all from within the iPhone interface.

Through a highly interactive experience that allows users to audition and choose songs as well as attach animated visuals to their finished recording, the App takes full advantage of the iPhone’s latest capabilities.

Jeff Daniel, President & CEO of Rock River Music explains, “Everyone has an inner voice – a singer dying to get out. We’ve designed Starmaker Karaoke to meet the overwhelming demand of fans for a simple singing tool and in the process have set a new standard in interactive music. The user experience emphasizes spontaneity, sharing via social networking and, of course, singing one’s heart out!”

The App and four songs will be available free of charge to all iPhone users. Featuring hit songs from all eras along with guide vocal tracks and scrolling lyrics, users will step up to the earbud mic to create their own content on the fly and then share it with their friends, family, and the world instantly via Facebook and other social media. Additional songs are available for \$.99 apiece and feature songs made famous by Michael Jackson, Jay-Z, P!NK, Kelly Clarkson, Madonna, Marvin Gaye, Frank Sinatra, Faith Hill, Kanye West, Keith Urban, and more.

Nathan Sedlander, VP of Business Development for Rock River, states, “StarMaker Karaoke brings the experience of making a record and being a star to every iPhone user from tot to popstar. The App combines the heightened interest in the global karaoke phenomenon, the huge success of American Idol, the explosion of user-generated content, and consumers’ interest in apps such “I Am T-Pain.”

Rock River has partnerships in place with a number of the major music publishers who view Rock River’s launch of the platform as a sign of good things to come. Rock River is also working with several brands to integrate them into the app/platform and to create separate branded versions of the app.

StarMaker Karaoke will be available in the Apple App Store beginning on March 5th, 2010.

About Rock River Communications, Inc.

Rock River Music (www.rockrivermusic.com) is the nation’s premier music branding consultancy, advising Fortune 500 brands and global marketers including adidas, W Hotels, Gap, Ford Motor Co., LG Electronics, and Coca Cola on building and executing effective brand strategies designed to connect with consumers through music.

Pre-Release beta version of Starmaker Karaoke available upon request.