



For Immediate Release

Contact:

Nathan Sedlander, VP Business Development
Rock River Music
415 355-1550
nathan.sedlander@rockrivermusic.com

STARMAKER SOARS INTO THE STRATOSPHERE

****StarMaker Karaoke iPhone App Hits The Top 100 Charts And Makes Waves In The iPhone App Review World****

San Francisco, April 1, 2010: Released on March 4th, 2010, StarMaker Karaoke, the groundbreaking interactive media platform for the iPhone, has soared into the app store stratosphere, charting in the Top 100 at #66 in the Free Apps category and #4 in the Music Apps in just 3 weeks. Landing immediately in iTunes' New and Noteworthy section and continuing to chart in the What's Hot section of Apple's App store, StarMaker Karaoke offers genuine fun and engagement through a highly interactive experience that allows users to record their own voice singing their favorite songs and then share the recordings with friends via email and Facebook.

Over 50 iPhone app review sites have spread the word about StarMaker Karaoke.

"It is easy to use with an intuitive design to go with it." –Tnerd.com March 17, 2010

"In terms of ideas, I love this application. It has all the necessary features and parts of what I would expect from a fun recording application that allows you to share with other people." –Appletell.com March 18, 2010

"Truly engaging." –Mobiletor.com March 6, 2010

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.

The App and four songs are available free of charge to all iPhone users. Featuring hit songs from all eras along with guide vocal tracks and scrolling lyrics, users step up to the earbud mic to create their own content on the fly and can then share it with their friends, family and the world instantly via Facebook and other social media. Additional songs are available for \$0.99 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.

A new update will be released mid-April and will include new songs, bug fixes and an improved user process.

StarMaker Karaoke will be hosting the Sing Your City contest launching on April 16th, 2010. Entrants will be challenged to sing the Sinatra tune "New York, New York", with some nuanced modification of the lyrics to reflect the merits of their home city, including a photo of the entrant on location in their town. The best take will win a private party at a karaoke bar with second prizes of \$20 iTunes gift certificates.

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 W Hotels, Gap, adidas, Ford Motor Co., LG Electronics, and Coca Cola on building and executing effective brand strategies designed to connect with consumers through music.