

FOR IMMEDIATE RELEASE

[New York, NY, April 23, 2012] -- **Official.fm**, a provider of tools for artists and record labels, announces the launch of its new platform at the **Rethink Music Conference** in Boston. Official.fm is dedicated to solving some of the biggest pain points in the management and promotion of music online, and the service is free of charge.

"Based on the valuable feedback we've been getting from artists & labels, our team has spent the last ten months working incredibly hard to build a powerful, yet easy-to-use, platform for music professionals," says Official.fm CEO Jeremie Abhissira. "We think it is a big step forward, and we have taken the bold decision of making it free."

The company recently completed a private beta of the new platform, with an exclusive community including **Warp Records**, **Adult Swim** imprint **Williams Street Records**, **Ghostly International**, **Red Bull Records**, **Fearless Records**, **RedEye Distribution** and many others.

The new platform was utilized to release mixtapes from **Rostrum Records'** celebrated rappers **Wiz Khalifa** and **Mac Miller**; plus the creation of promotional pages for platinum-selling rock artist **AWOLNATION** (Red Bull Records), and E-funk duo **Soul Clap** (Wolf + Lamb).

*"Most rappers utilize random file sharing services to release mix tapes. This generates massive amounts of traffic for those sites, which then make good money off of advertising around our content, and most importantly keep all of the valuable download data and analytics to themselves" says Eric Henry, Director of Digital & Online at Rostrum Records. "We felt it was time to move forward and take control of our content. Official.fm offers us an amazing platform to connect with our artists' communities and build their brands even further through custom designed players and pages, links to their sites, and integration into their social networks. Our artists, **Wiz Khalifa** and **Mac Miller**, were both personally thrilled with the way Official.fm launched their new mixtapes, handling the unbelievable amount of traffic with ease."*

The following speaks directly to the needs of artists and labels:

Centralize – Manage multiple artists with a single login. All of your releases/projects are accessible on a single dashboard.

Collaborate – By enabling multiple users to access a single artist's workspace, you can easily share the workload with your bandmates, marketing team, publicist and more. No more sharing passwords and switching accounts.

Unlimited – No limits on plays or downloads. No barriers between your music and your success.

Customize – Control how your music is being presented. Each track or album uploaded comes with a slick public or private promotional page and embeddable HTML5 players, with the ability to add commerce links.

Publish – Simply drag & drop multiple tracks to upload music to your Official.fm account. Then sync to your YouTube and Soundcloud channels and push the music in one go. No more spending hours uploading the same songs to multiple services.

Share – Once you decide to share, you can do so on any website or device. Fans are one click away from listening to and spreading your music.

Stats – Utilize advanced statistics to know where, who, how and when. Collect e-mail addresses for each download and export them to your mailing list.

And, yes, it's all **FREE**.

Click here to access the new platform -- <http://new.official.fm>

RESOURCES:

Take the Tour: <http://vimeo.com/user8603343/newofficialfm>

And if you are looking for something a bit funnier, try this: <http://youtu.be/dhc16puu14E>

Official.fm Promo Pages & Media Embeds:

Wiz Khalifa

Official.fm public page: <http://new.official.fm/playlists/K0B5>
Billboard.com: <http://bit.ly/IS75eQ>

Mac Miller

Official.fm public page: <http://new.official.fm/playlists/1rp7>
Website player embed: <http://macmillerofficial.com/macadelic/index.html>

Killer Mike

Official.fm public page: <http://new.official.fm/tracks/vCjY>
Pitchfork.com: <http://pitchfork.com/reviews/tracks/13384-dont-die/>

AWOLNATION

Official.fm public page: <http://new.official.fm/tracks/GRCB>

Ghostly Records

Official.fm public page: <http://new.official.fm/ghostly>

Soul Clap

Official.fm public page: <http://new.official.fm/playlists/4aPY>

ABOUT OFFICIAL.FM:

Official.fm provides tools for artists & labels to help them easily promote and manage their music online. Launched in August 2010, Official.fm is headquartered in Geneva, Switzerland and has offices in New York City, San Francisco, and Paris. The company is funded by private investors.

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<http://facebook.com/officialfm>

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