

## The Future Of The Music Industry Is To Create A Direct Link Between The Artist And The Fan



RockSTAR Music Corp. ("RockSTAR" or "the Company") was founded in October, 2005 by Mr. Michael Hektoen and Mr. Adam "H." Hurstfield. Mr. Hektoen and Mr. Hurstfield, the two current shareholders, are hands-on entrepreneurs who have assembled an International Team of Industry Executives and Advisors with over **200** years of combined music-entertainment, general business, technology, marketing, operations and financing experience. Company activities are supported with passion; commitment and sheer determination to capitalize on immediate and long term opportunities in the music industry.

**The Company's core objective is to create a direct link between the Artist and the Fan.** Traditional methods of conducting business are undergoing massive change. Ultimately, using technology and Management know-how, we have created an expandable platform to achieve this objective. The Company has secured direct **iTunes digital label status** which enables the Company to provide legal downloading services for its products as well as becoming an aggregator to third party labels and artists. Our licenses are for the United States, Canada and Europe. We are awaiting final approval for Australia and Japan which we expect to have finalized in the near future. **iTunes** is the number one legal download music and video legal download provider in the world with a 88% plus market share. Upon final approval, the Company will have 100% **iTunes** worldwide digital distribution.

### Year One Company Milestones

- ❖ The Company has signed a coveted direct distribution agreement with **iTunes** to become one of the few direct record labels and aggregators to digitally distribute music both in Canada and Internationally.
- ❖ RockSTAR Music Corp has managed to land more charting singles at radio than any other Canadian or U.S. independent record label on Canada's TOP 40 Charts, and rivaled all major record companies: Sony-BMG, Warner Music, Universal Music and EMI Music almost always having higher charting domestic singles than any major label.
- ❖ Debut RockSTAR Artist, landed the #1 Canadian Position on the National Top 40 Charts for 4 weeks straight with the single entitled "**CRUSHED**". Also hit Top 10 amongst all internationals.
- ❖ The Company has been "branded" by the Canadian Music Industry as the independent Canadian company with the American Major Label sound, and to date have not had one single not break the TOP 40 Charts.



- ❖ RockSTAR has 5 of the most successful Producer/Songwriters on the roster, including Sean Hosein & Dane DeViller of The BananaToons, Steve Smith & Anthony Anderson of SA Trackworks, and Adam H., who have collectively won numerous awards, and worked with the biggest names in the music business, including Jessica Simpson, Kelly Rowland, 98 Degrees, O Town, Laura Pausini, Stacie Orrico, George Clinton, NewSchool, and The Mannhattans.
- ❖ RockSTAR is finishing the debut solo album from former “LIVE ON RELEASE” singer, Colette Trudeau. So much buzz has been behind this debut album that tens of thousands of “MySpace” website hits tipped News Week Magazine to do an in depth feature. Co-writers include the latest “it” guy, Brian Howes (writer and Producer of U.S. Platinum band “HINDER”, and Platinum band “HEDLEY”)
- ❖ RockSTAR is currently finishing the highly anticipated album from the Multi-Platinum selling super group, LOVERBOY, with guest artists including Def Leppard making appearances on the album.
- ❖ Hosted “The Party” at The 2006 Canadian Music Week @ Club Revival with guest performances including LOVERBOY, JEFF MARTIN (formerly of The Tea Party), ROSETTE and BIANCA. Line ups for our event started at 7PM and filled to capacity by 8PM!
- ❖ Landed LOVERBOY as the headline performer at the 2006 Crystal Awards in Toronto to perform their upcoming single entitled “The One that Got Away”. Received a “Standing Ovation” from the Radio and Marketing Industry.
- ❖ Flew in most every major market Program Director and Music Director from key TOP 40, HOT AC radio stations, and Digital Radio Stations from across Canada into Vancouver for the RockSTAR Music Corp launch weekend. Organized a series of RockSTAR parties, meetings, performances, and established RockSTAR as the “it” multi-faceted music company for the new millennium.
- ❖ Won “Favourite Pop Artist / Group” Category for Company Artist at the 2006 CMW Indie Awards.
- ❖ “CRUSHED” Music Video became MuchMusic’s “PunchMuch” #1 most paid for video request in the nation, and received major video airplay on MuchMusic.
- ❖ The company entered into a distribution Contract with the Koch Entertainment, the number one independent distributor in North America.
- ❖ Teamed up with French MusicMusic sister station, MusiquePlus President, Pierre Marchand, to launch the debut English single from Quebec rocker Stephan McNicoll.
- ❖ Launched the debut solo single from former Mutli-Platinum TEA PARTY front man, JEFF MARTIN. Pushed single to the Top 20 on The Canadian Rock Charts and implemented a National Promo Tour utilizing both live performances, Radio promotions, and all forms of media interviews.



- ❖ Teamed up with ex- Columbia records (Sony Music) Senior A&R, Jeff Burns, and Matt Dusk Manager, Linda Dawe to launch and break West coast Rock band, REEL VINYL (who is also currently charting at TOP 40 Radio) and landed as a “Greatest Gainer” on both the TOP 40 and HOT AC Charts.
- ❖ Placed 3 songs in 3 different Christmas movies for 2006, including Rosette “*One Wish*”, Marika “*Christmas Came Early*”, and NewSchool “*The Sweetest Christmas*” which also went on to become the #1 most added record at Canadian Radio.
- ❖ The Company has been nominated for “Dance Single Of The Year” at The 2007 SOCAN AWARDS for most radio airplay for 2006.
- ❖ Established relationships with key radio players and become an “advisor” type to many major market radio station executives.
- ❖ Produced, wrote, and launched THE BEAT 94.5 Vancouver ‘Beat Award Winner’ “Margherita” who went on to appear on 4 Universal Music Compilation CD’s and gain radio chart success.
- ❖ Currently has the #7 highest charting Canadian single “YOU KNOW I WILL” on The TOP 40 Charts and rising.
- ❖ Debut single by Sy’Rai, entitled “All By Myself” took Canada by storm immediately becoming the #1 Most Added Record in Canada during the 1<sup>st</sup> week of release at radio. The song went all the way to the #2 Canadian single on the TOP 40 Charts for an amazing 7 weeks straight (only behind Multi-million selling Nickelback.

## Media Outlets Who Support RockSTAR Music Artists - Projects

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Year One Milestones

CFBT Vancouver



CIBK Calgary



CKMM Winnipeg



CKCW Moncton



CKEY Niagra Falls



CJFM Montreal



CHWV St. Johns



CFXJ Toronto



CIDC Toronto



CHYG Sudbury



CKIX St. Johns



KIX Peace River



CKZZ Vancouver



CIGL Belleville



CHBN Edmonton



CIHT Ottawa



CKBT Kitchener



Max Tracks National



CISS Ottawa



CHOZ St. Johns



CIOB Barrie



CFOX Vancouver



CFWF Regina



CIGO Port Hawkesbury



CFMC Saskatoon



CIKR Kingston



XM Galaxie



CIBX Fredericton



CHTZ St. Catharines



CHSU Kelowna



CJKR Winnipeg



CKKQ Victoria



CHUM Toronto



CHIQ Winnipeg



CIOO Halifax



CHBE Victoria



CKRV Kamloops



CJXY Hamilton



XM The Verge



CFHK London



Much Music



Much More Music



Much Vibe



Factor



Musique Plus



VideoFact

