

ARTISTS TAKE OVER THE AIRWAVES WITH PERSONAL RADIO STATIONS ON SLACKER

Slacker Radio and Hello Music enable unsigned bands to easily upload and broadcast their music to millions of listeners online and on mobile devices everywhere

New Service Changes Internet Radio Landscape by Bringing Artists Closer to their Fans

AUSTIN, Tex. – March 15, 2010 – Slacker, the pioneer of Personal Radio, is changing the medium forever with the integration of the emerging music submission service from Hello Music. Unsigned bands can now easily upload their music to create their own artist-based radio station on Slacker, and have the opportunity for their music to be exposed to millions of potential fans. Slacker partner Hello Music provides the artist submission service for bands to upload their music, photos, and bios to create their station, completely free. Slacker* listeners can also integrate these artists and songs into their own custom Personal Radio stations, which can be enjoyed on the web, the most popular smartphones and a growing number of Internet-enabled portable and home devices.

“The personalized music discovery and listening experience for Slacker listeners just got even better. Listeners will be introduced to music they might never hear anywhere else, giving deserving artists tremendous exposure and new fans from all around the U.S. and Canada,” said Jonathan Sasse, SVP of Marketing at Slacker. “We are giving new artists an experience they can’t get anywhere else, including the opportunity to share and distribute their custom Slacker stations with anyone, and to be included in a service used by millions of listeners through the web and on all leading smartphones.”

“Slacker is giving unsigned bands an extraordinary opportunity to take control of digital radio and be broadcast to a potential audience of millions,” said Zack Zalon, Managing Partner of Hello Music. “This is the simplest and easiest way for musicians to get themselves heard in exactly the right context for people to discover their music. It’s an invaluable opportunity.”

Bands that want to submit their music to Slacker can go to www.hellomusic.com/slacker to register and upload their tracks. In addition, Slacker and Hello Music are sponsors of Filter Magazine’s “Showdown at Cedar Street” event March 18-20, from 11am-6pm. Artists at SXSW can come in and upload their music right at the event, and also hear great music from over 20 performers, including headliners Miike Snow, BRMC, Dr. Dog, and Frightened Rabbit.

Once the songs are uploaded into the Hello Music system, the evaluation team will review the music, return the artist a digital A&R snapshot, and determine which of Hello Music’s partner opportunities may be a good match for that artist, in addition to Slacker. Other Hello Music partners include AudioMicro, Getty Images, GigMaven, LyricFind, MediaNet, Next Big Sound, Topspin, TuneCore and Yahoo! Music.

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[About Slacker, Inc.](#)

Slacker is the world's first Personal Radio company offering "Your Radio Everywhere." Slacker enables music lovers to play highly personalized music online at the Slacker web site or on the go with Slacker Personal Radio players and mobile phones. Slacker mobile applications are currently available for Palm webOS, Android, iPhone and BlackBerry smartphones. For more information visit <http://www.Slacker.com/everywhere>.

For regular Slacker updates follow us at www.Twitter.com/SlackerRadio, become a Fan on Facebook at www.Facebook.com/SlackerRadio or visit www.Slacker.com.

**The Slacker Personal Radio application is currently available for U.S. and Canadian customers only.*

About Hello Music

Launched in January 2010, Hello Music is an online music company that combines technology resources with the art of A&R to identify talented musicians and connect them with career opportunities. Independent musicians can upload their music at www.hellomusic.com for review by the evaluation team, who will then determine if the music is appropriate for any of Hello Music's many partner opportunities. Initial Hello Music opportunities will come from partners AudioMicro, Getty Images, GigMaven, LyricFind, MediaNet, Next Big Sound, Slacker, Topspin, TuneCore and Yahoo! Music. Hello Music was conceived and incubated by Wilshire Media Group, a digital music product design and development firm founded by Zack Zalon and Brendon Cassidy, and additional \$4 million in private equity funding was provided by KVG Partners. www.hellomusic.com

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