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Slacker Radio Expands Artist-Curated Offerings With Three New Indie Showcase Stations

New Radio Stations Programmed and Hosted by Artists Ida Maria, Sondre Lerche and Matt Costa Now Available on Slacker

SAN DIEGO – July 14, 2011 – Slacker Inc. today expanded its artist showcase offerings with the launches of Ida Maria Radio, Sondre Lerche Radio and Matt Costa Radio stations. These three additions to Slacker’s Artist Showcase feature songs by each respective artist, music that inspired them as well as rich commentary by the artists themselves. Ida Maria, Sondre Lerche and Matt Costa Radio stations are now available for free in the Slacker Artist Showcase section at www.Slacker.com, on leading smartphones and the iPad.

Slacker Radio’s dedication to being the ultimate personalized radio and music discovery resource is emphasized by its growing collection of custom artist showcase stations, currently featuring such varied selections as the pop and club sensation Far East Movement, the chart topping Plain White T’s, current country star Justin Moore, rock favorites AFI and Jimmy Eat World and many more. Each artist brings with them their own music selections and hosted content creating an unparalleled experience both for existing fans and new listeners.

Each of the new Slacker Radio stations provides a different take on indie sound. Norwegian rocker [Ida Maria](#) is known for her smoky vocals and punk-inspired energy. Ida Maria’s music has been featured in commercial promotions for the FX TV show *Louie* and in television programs *Grey’s Anatomy* and MTV’s *My Life As Liz*. Her song “Oh My God” was also included in the music video game *Rock Band 3*. Ida is currently on tour promoting her sophomore album *Katla*.

“When I was growing up in Norway, I didn’t listen to the same music as the other kids and I was very shy,” said Ida Maria. “Now I realize that other kids have that same experience. Making my own Slacker Radio station lets me share my experience with others through music, what makes me love what I do.”

Behind the scenes footage of live performances as well as hosted sessions can be viewed by visiting www.YouTube.com/Slacker. Here, fans will get a close look at Ida Maria’s time in the studio with Slacker including footage from her live performances of “Bad Karma,” “Cherry Red” and “I Like You So Much Better When You’re Naked.”

Singer-songwriter [Sondre Lerche](#), also Norwegian, has been praised for his experimental and candid work. Sondre’s songs span genres and are heavily influenced

by jazz, '80s pop and Brazilian music. He composed the majority of the music for the 2007 film *Dan in Real Life*. Sondre's recently released self-titled album was recorded live and features artist Regina Spektor as a collaborator.

"Spending the day at Slacker Radio was like a dream come true for my 10-year-old self. I used to make my own radio shows when I was a kid and I still make a lot of playlists, so when they asked me to come by and make my own station, I was sold," said Sondre Lerche. "All the songs I've chosen remind me of specific times and places so I could talk at great lengths about the things that come to mind when I play them. I'm a fan of the Slacker Radio format because it allows nerdy musicians like myself to indulge and share something more than just my own songs with music fans."

[Matt Costa](#), a folky acoustic artist out of Huntington Beach, California, was mentored by Tom Dumont of No Doubt and signed by Jack Johnson's Brushfire Records. His work has been featured in the films *I Love You, Man* and *Marmaduke*, the trailer for *Youth in Revolt* and iPhone advertisements. Matt has released three full-length albums including his most recent work, *Mobile Chateau*.

"Making a Slacker station let me share my stories and the stories of other artists through music," said Matt Costa. "A lot of the music I have chosen is kind of old and I like to think about what was going on in the world and in a particular artist's life that inspired him or her to make the music they did."

Ida Maria, Sondre Lerche and Matt Costa Radio stations include commentary by the artists about the songs and artists that have influenced them the most. Each station includes songs by the artists along with hundreds of songs that inspired each artist.

"Slacker Radio's Artist Showcase provides listeners of all genres with a full spectrum of music discovery from songs to autobiographies," said Scott Riggs, Director of Radio at Slacker. "It connects listeners with their favorite artists by emphasizing that even the most influential songwriter was once and still is a fan of other artists."

Slacker Artist Showcase is a unique station category that can be found on any Slacker Radio application. Ida Maria, Sondre Lerche and Matt Costa Radio stations can also be accessed directly on the web at: www.Slacker.com/IdaMaria, www.Slacker.com/SondreLerche and www.Slacker.com/MattCosta, respectively.

Whether listening on the web; an iPad; Windows Phone 7, Windows Mobile, Palm webOS, Android, iPhone or BlackBerry smartphones; a Slacker-enabled Sony TV or Blu-ray player (or any of the many available devices that support Slacker Radio); Slacker showcase, festival and tribute station listeners have instant access to artists' favorite music, artist profiles, album reviews and album cover art. On-demand access to the Slacker music library is also available with the recently released subscription-based Premium Radio. To get the free Slacker mobile application, simply direct your mobile web browser to Slacker.com.

About the Artists

For more information about Ida Maria, visit:

<http://www.idamariamusic.com/>

For more information about Sondre Lerche, visit:

<http://www.sondrelerche.com/>

For more information about Matt Costa, visit:

<http://www.mattcosta.com/>

About Slacker, Inc.

Slacker offers the world's most complete range of radio services. Whether it's the award-winning free Slacker Basic Radio, or the fully-loaded subscription services Slacker Radio Plus and Slacker Premium Radio, listeners enjoy a unique, custom listening experience. Slacker enables music lovers to play highly personalized music online at the Slacker web site, on connected home devices or on-the-go with Slacker Personal Radio applications. Slacker mobile applications are available for Windows Phone 7, Windows Mobile, Palm webOS, Nokia, Android, iPhone, and BlackBerry smartphones. For more information visit: <http://www.Slacker.com/everywhere>.

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