BandApp®

Your band, in their pocket

Press Release.

Instant mini 'Record Deal' for millions of unsigned/ signed bands, to launch worldwide.

Bands, musicians and artists set to benefit from new, low price mobile app creation tool.

Introducing BandApp

BandApp is a revolutionary, instant mobile app creation tool for unsigned/ signed bands, artist and musicians. The service will change the way unsigned bands the world over, market, interact, communicate and sell music. BandApp hopes to become the new mobile Myspace, a band in your pocket, a mini record deal for the great unsigned and the ultimate marketing tool for any band. Bands worldwide can login at BandApp.com and create their own BandApp instantly. There's no waiting, no barriers, no red tape. For a signup fee of **£19.99** and a monthly hosting/ subscription fee of **£6.99,** bands can upload biogs, photos, videos, tour dates, merch, news, fan-wall and social networking tools, plus upload 10 tracks onto iTunes and Spotify, or sell instantly on our very own BandAppStore. *BandApp is the world first instant app solution.*

After creating their app, bands can create a bespoke link and instantly direct fans to their BandApp link page. From here fans download and install the BandApp onto their smartphone for free. Bands can update, edit and alter their app at anytime, *and any changes made are instant.*

Bands have instant access to 'My Dashboard', a powerful analytic centre that provides bands with up to the minute stats on sales, trends, downloads, territorial usage, fan growth and earnings. All bands can place their unsigned music on the BandAppStore, BandApp's very own digital retail store, catering purely for unsigned music. *Bands will benefit from one of the highest payouts rates in the music industry*.

Popular bands will quickly find themselves appearing in the BandApp chart. Once they move up the chart, BandApp reward them, help market them and maybe put them on the BandApp tour.

BandApp is a revolutionary, empowering, 'must have' tool, giving every band the opportunity to create a smartphone app and gain sales and exposure. Simple, mobile, affordable, and *always free to fans,* BandApp is the world's first instant app solution and the ultimate, fully searchable, mobile discovery tool.

Introducing Adam Perry

Adam Perry is the founder and creator of BandApp. Adam is the drummer in multi million sellers The Bloodhound Gang, and Top 10 UK rock band "A". Adam is also the co founder of Medical Records. and manages artists and producers, notably Matthew P, signed to Fiction/ Polydor.

"I have been unsigned" says Adam, "and have also enjoyed success as a musician and a manager, so I know both sides of the fence. I know what bands out there need to help them succeed and get their band noticed. The idea of empowering thousands of unsigned bands, and giving them the tools I wish I'd had when we started, is what excites me and inspired me to create BandApp. Thanks to BandApp, price is no longer a barrier, so I really think we can make a big difference for bands everywhere looking to get noticed and sell music, *BandApp is a mini record deal, with all the tools you need* "

Editors' notes

The App economy is booming, really booming and growing as fast as traditional physical music sales are declining. Apps are everywhere we look. Apple has now sold 60 million iPhones and 35 million iPod Touches. 2 Million iPads were sold in the first month of launch alone and figures from sales analysts GfK report that Android's slice of the UK mobile phone has tripled in the last year, with sales growing by a staggering 350%. 235 000 apps currently sit on the Apple iTunes App store and 5 Billion Apps were downloaded in the store's first 24 months alone. Juniper Research suggests the app economy will be worth $30 Billion by 2015. This is huge.

BandApp technology partners are Bluestone Media. Website and store build by Bluestone Media. www.bluestone-media.com
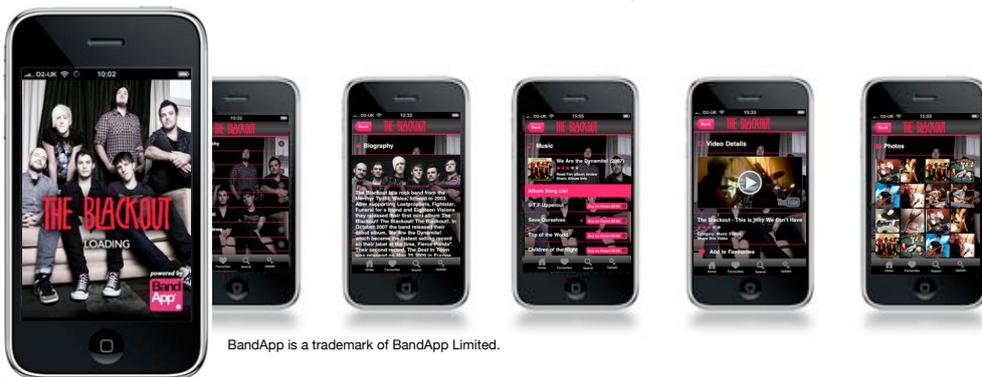
BandApp launches 22nd October 2010

www.bandapp.com

For more info on BandApp, or media requests, please contact:

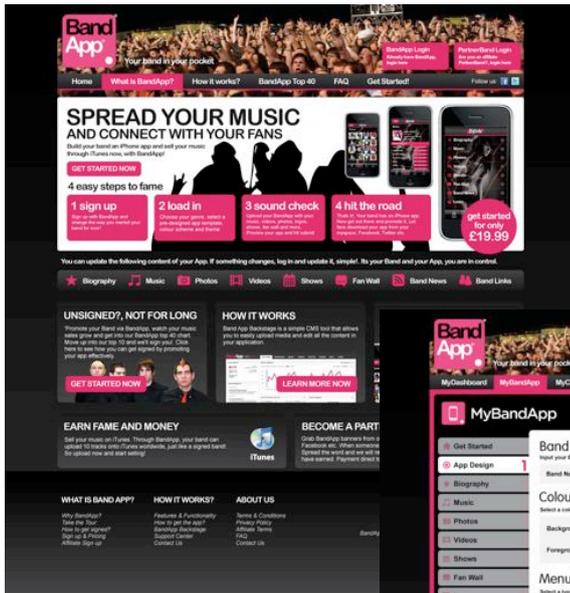Press & Online: Emma Van Duyts | Public City PR | Call: +44 (0) 7949 554 666 | Email: em@publiccitypr.com
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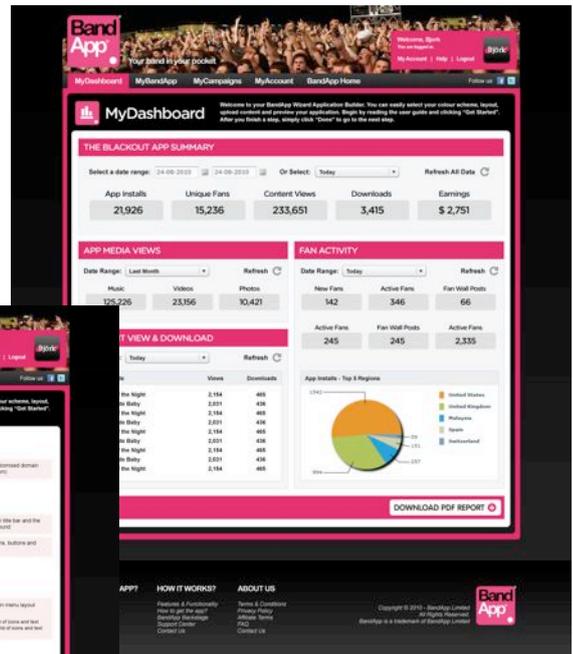BandApp: Email: info.bandapp@me.com | Web: www.bandapp.com
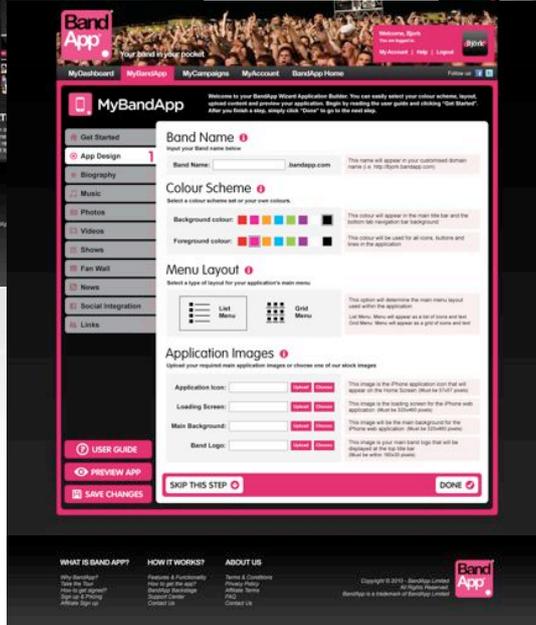

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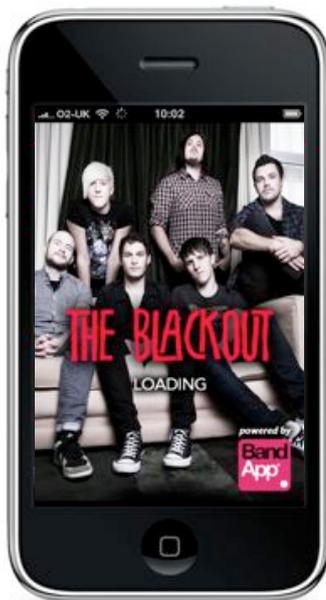
Screen Shots/Quotes

Screen shots of BandApp Website.
Signup, log in and start building your app

Screen shots of BandApp 'MyDashboard' CMS.
From here, users can monitor music sales, and
payments, sales patterns and data.

Screen shots of BandApp Creation Page.
10 simple steps to create your BandApp.

Screen shots of The Blackout BandApp. The end product, and free to fans.

"The great thing about BandApp, it puts everything in one place and just a click away, in the palm of your hand. All the info I need about my favourite bands is right there in my pocket, and best of all, its free to fans!."

Sean Smith/ The Blackout

"Myspace is dying, Facebook is full if the people from school you hated and no-one on Twitter cares what your drummer had for breakfast. Seriously, if you want to get your band out there then BandApp is the way forward!"

Daniel P Carter/ BBC Radio One Rock Show

"Huge!, everything a band needs. I can see every band having a BandApp by this time next year"

Iain Baker/ NME Radio

All images and logos available in Hi Res on request.