

Digital Distribution Offered to Hundreds of Independent Record Labels

Portland, OR and San Francisco, CA – November 19, 2003 Burnside Distribution Corporation and IRIS announced a partnership today that will enable 450+ distributed labels to benefit from sales through digital music retailers

National Independent distributor, Burnside Distribution Corporation, announced a partnership today with digital music services provider IRIS (Independent Recording Industry Services, LLC) that will enable their 450+ distributed labels to benefit from sales through digital retailers as well as their existing brick-and-mortar accounts.

IRIS's services include music encoding, contract negotiations, and marketing and promotions support for independent labels entering into online digital music retail. IRIS runs its own bulk-encoding facility for preparing music for online distribution. In addition, IRIS's experience in marketing and its marketing partnerships help close the sales process through marketing programs that run both in and outside of the online music retailers. Unlike other digital music services providers, IRIS provides these and other services with non-exclusive contracts for its record labels, and at no up-front cost.

Market research firm Forrester Research forecasts that the online music sector will account for \$1.4 billion or 11 percent of the recording industry's sales within three years, and 33 percent by 2008.

Burnside Distribution Corporation (<http://www.bdcdistribution.com>), BDC provides national distribution of CD and DVD product to accounts large and small (chains, one stops and independents) within the United States. With a sales staff of 14 sales representatives covering the country in tandem with in-house marketing services, this 10-year-old firm distributes a myriad of labels and artists with the goal of having the right product available in the right location to attain a common goal with the vendors they supply.

IRIS (<http://www.irisdistribution.com>)

Independent Recording Industry Services, LLC provides independent labels with digital-music sales solutions including distribution, encoding, marketing, and legal support. The company works directly with independent labels -- including Force Inc., Mille Plateaux, Megaforce, Projekt, and Orthlorng Musork -- as well as acting as the digital distribution arm for established brick-and-mortar distributors.

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