



FOR IMMEDIATE RELEASE

**Leading Independent Record Labels Select IRIS Distribution
For Music Distribution To Digital Retailers**

Fat Possum Records, K, Megaforce Records, Projekt Records, Monolake / Imbalance Computer Music, Orthlorng Musork, and the Agriculture Add Music to Multi-Genre IRIS Catalog Available for Download at Apple's iTunes® Music Store, Napster, Musicmatch and a Host of Other Digital Music Stores

LOS ANGELES and SAN FRANCISCO, Calif. (JUNE 22, 2004) -- IRIS Distribution, a leading digital music distributor and service provider for the digital music retail market, today announced it has been selected by prominent independent record labels Fat Possum Records, K, Megaforce Records, Projekt Records, Monolake / Imbalance Computer Music, Orthlorng Musork, the Agriculture, and others to distribute their catalogs. Digital music retailers such as Apple's iTunes® Music Store, Napster, and Musicmatch currently feature content from the IRIS catalog.

As a result of these agreements, the IRIS Distribution catalog includes the following artists and repertoire: AGF, Android Lust, Beat Happening, Black Keys, Black Tape for a Blue Girl, R.L. Burnside, Kit Clayton, Clutch, The Disco Biscuits, DJ Olive, Gold Chains, Grandpaboy, Junior Kimbrough, Ladyman, David Last, Little Wings, The Make Up, Microphones, Mirah, Modest Mouse, Monolake, Nettle (DJ / Rupture), qpe, Bill Ricchini, Steve Roach, Secret Mommy, S.O.D., T-Model Ford, Timeblind, Voltaire and Wellwater Conspiracy.

"IRIS Distribution has an amazing roster of more than 60 independent labels currently using our digital distribution services," said Matt Laszuk, president of IRIS Distribution. "Labels and physical distributors know that we're able get their music online in a timely manner, that we allow them to control their catalog, and that we are able to leverage our relationships with the retailers to gain quality placement and features. IRIS has proven that we have a commitment to quality independent music, evidenced by our catalog of top-notch talent, and are dedicated to making it available for music lovers to download legally."

"IRIS Distribution is an ideal choice for Megaforce Records and MRI Distribution when it comes to digital sales," said Missi Callazzo, president of Megaforce Records/MRI Distribution. "IRIS is able to get our tracks to retailers quickly, they have great quality control, they provide us with excellent placement at retail sites and we are able to reach every major digital retailer with one deal. The bottom line for us, not only as a label but as a physical distributor, is that there is no way we could be as efficient or sell as many downloads as we do without IRIS Distribution."

IRIS Distribution acts as a liaison between independent labels and digital music retailers. IRIS provides legal, technical and marketing assistance as well as collective bargaining power for the labels. A partial list of the services IRIS offers include

- Better licensing rates and service through collective bargaining
- A non-exclusive agreement
- Standard agreements for all digital music retailers
- Audio encoding and encryption
- Management of related album information (titles, artwork, etc.)
- Content delivery to music retailers
- Consolidated monthly payment
- Standardized music sales reporting
- Retail marketing programs to increase label brand awareness and secure better positioning in each store
- A centralized contact for all digital distribution needs

Core management for IRIS Distribution includes President Matt Laszuk who has over 10 years experience in the music business and has built software for Netscape Communication, Hewlett Packard and Charles Schwab among others; Senior Vice President, Bryn Boughton, who was formerly General Manager and



Director of Marketing for an independent label group as well as running two developing artist programs at Valley Media, Inc.; and Director of Business Development Vic Sarjoo, who is a money manager, investment banker and business consultant who has worked for Merrill Lynch, Chase and Citicorp. Legal representation is handled by Jacobs & Ferraro, LLP, a full-service business and entertainment law firm based in San Francisco.

ABOUT IRIS DISTRIBUTION

IRIS Distribution is a leading content distributor and services provider for the digital music retail market. IRIS provides technical solutions, marketing support, and legal counseling to independent record labels and traditional distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes thousands of tracks from over 60 record labels to online retailers such as iTunes, Napster and Musicmatch, among others, and is located in San Francisco, California.

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