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IRIS Distribution Teams Up With Live365 for Inaugural *SPOTcast*

IRIS Distribution Enables Clients to Participate in Podcast Trend

SAN FRANCISCO, CA -- July 11, 2005—IRIS Distribution, a leading distributor and service provider in the digital music retail market, today announced that it will host a podcast on July 15th produced by Live365, the world's largest independent internet radio network. The podcast hosted by IRIS will feature the music of its independent label clients and enable the music to be heard by Live365's audience of over three million listeners.

The increasing popularity of the podcasting phenomenon has seen a boost since Apple added podcasts to the iTunes online jukebox making it even more important for IRIS to ensure its clients' music is showcased through this new broadcasting technology. IRIS understands the benefits podcasting offers to listeners by allowing fans to explore and discover music anytime with its flexible time-shifting abilities. IRIS hopes that by participating in the Live365 podcast the independent labels can further increase exposure and sales.

IRIS was asked to participate in this podcast as part of Live365's launch of a new podcasting initiative entitled *SPOTcast*. The *SPOTcast* launch began on June 13th with a weekly series of seven podcasts, the purpose of which is to support labels in promoting new music and to spotlight the hottest independent record labels in the industry. Despite the controversy over digital rights management issues involved with podcasting, IRIS and its independent label clients are embracing the new technology and the added exposure it offers.

IRIS has chosen a varied selection of bands and labels to be featured during the July 15th *SPOTcast* including *Heartless Bastards* of premier blues/rock label, Fat Possum Records (www.fatpossum.com); *String Cheese Incident* from notable jam/rock label SCI Fidelity Records (www.scifidelity.com); *Dressy Bessy* of Transdreamer Records (alternative offshoot of legendary Megaforce Records), (<http://www.transdreamer.com>); and *Mobius Band* from Ghostly International, named one of *RollingStone's* hot labels of 2004 (www.ghostly.com).

"We are thrilled to be working with IRIS because they are constantly offering us additional services that really help us maintain a presence in the digital music market," said Robert John of Transdreamer Records. "Being involved in the Live365 *SPOTcast* is

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another great way IRIS is making a difference in our business by making sure we are able to participate in all the hot new technologies available now.”

The *SPOTcast* will feature songs and interviews from the bands featured and the Live365 website will include a banner linking to an IRIS webpage designed specifically for the podcast listeners. The special IRIS page will include links and information about all the bands and labels, as well as free music downloads and exciting news from IRIS and *CHORD* magazine.

“IRIS is honored to be included by Live365 in this podcast and to be able to offer an additional way for independent music to be discovered,” said Vic Sarjoo, CFO of IRIS Distribution. “IRIS is about giving independent labels major-label respect, and Live365 is helping us continue this effort.”

ABOUT IRIS DISTRIBUTION:

IRIS Distribution is a leading content distributor and service provider for the digital retail market. IRIS provides technical solutions, marketing support, and legal counsel to independent record labels and traditional distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes thousands of tracks from over 200 record labels to digital retailers, including Apple’s iTunes Music Store, Napster 2.0, Musicmatch and Rhapsody. IRIS is based in San Francisco, California. For more information, visit www.irisdistribution.com.

ABOUT LIVE365:

With thousands of stations and 3 million listeners a month, Live365 is the world's largest Internet radio community, offering radio listeners an unparalleled diversity of audio content, spanning myriad genres and representing over 150 countries.

A hub of quality niche and mainstream internet radio stations, Live365 reaches the universe of radio listeners, and offers turn-key marketing solutions to reach these audiences, including sponsorship, advertising, broadcasting services, and more. Launched in July 1999, Live365 is a four-time winner of the Best Radio Website Award from the Web Marketing Association, a two-time winner of the People's Voice award for Best Music Site at the Webby Awards (2001, 2002), a winner of the Webby's People's Voice Award for Best Radio Site (2004), and has received Best-of-Web designations from Forbes.com and the San Francisco Chronicle. Live365 is a member of the Digital Media Association (DiMA), the National Association of Broadcasters (NAB), the Association for Independent Music (AFIM), the Intercollegiate Broadcasting System (IBS), and Collegiate Broadcasters, Inc. (CBI). Based in Foster City, California, Live365 pays royalties to labels, artists, songwriters and publishers.

For more information, visit www.live365.com.

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