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IRIS Distribution, Palmetto Records and BKWLD Announce JAZZOUTLOUD;

Ground Breaking Mobile Store Brings Jazz To Your Phone

SAN FRANCISCO, CA – August 9th 2006 —IRIS Distribution, the leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music and video catalogs, today announced a partnership with renowned independent jazz label, Palmetto Records and visionary web development company, BKWLD that will create the first mobile content store geared towards jazz enthusiasts. JazzOutLoud's comprehensive offering will include both ringtones and full track downloads across a spectrum of different jazz styles. The mobile music will be available for purchase via the web or short code and will be powered by Faspay. Early labels on board with JazzOutLoud include Palmetto Records (Dr. Lonnie Smith, Fred Hersch, Ben Allison, Ted Nash), Sunnyside (Dave Holland, Luciana Souza, Ben Monder, Steven Bernstein), Thirsty Ear (Sex Mob, DJ Spooky, Matthew Shipp, David S. Ware), Preservation Hall (The Preservation Hall Jazz Band), and Kayo Sterophonic (Anita O'Day), among others.

"Palmetto and BKWLD are the perfect partners for this project," says IRIS Chief Marketing Officer, Bryn Boughton. "The staff at Palmetto brings not only a deep passion for jazz but a desire to combat the elitist persona often associated with the genre. In order to create an experience that makes both traditional and modern jazz more accessible and more fun, we brought in BKWLD, a visionary web design firm with the skill and eye to create the perfect aesthetic."

At a time when the hits driven mobile market is dominated by rock and hip hop, an important market segment has been overlooked. "Our goal is to bring jazz to the market in new and innovative ways. The mobile market of high-end phones and the demographic segment that jazz caters to is a perfect fit. There is amazing music being made in this genre and this is but one more way to get it heard," says Pat Rustici of Palmetto Records.

Mobile content has grown in popularity as advanced handsets have become more ubiquitous. Consumers desire personalized mobile phones that reflect their individual lifestyle and musical tastes. Along with purchasing pre-defined ringtones, JazzOutLoud includes Faspay's edit on the fly technology that allows jazz fans to create their own custom ringtone from the section of the song that is most meaningful to them. "The ringtones that will be purchased from JazzOutLoud truly reflect the tastes and style of the fan because they can choose exactly the portion of the song that they want," says BKWLD Vice President of Entertainment, Edmond Meehan. "We are excited to offer the Jazz community a dedicated place to discover this type of unique content."



JazzOutLoud will launch this fall.
More information can be found at jazzoutloud.com

ABOUT IRIS DISTRIBUTION:

IRIS is the leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music and video catalogs. Founded in 2003, IRIS provides a comprehensive suite of technical, marketing and legal services to independent record labels and physical distributors, helping them to navigate the emerging digital marketplace. IRIS currently distributes a select group of top independent record labels including Big Dada, Burning Spear, Chemikal Underground, Coco Machete, Duck Down Records, Ghostly International, Gigantic Music, K Records, Kemado, Kranky, Le Tigre, Megaforce, Ninja Tune, Palmetto Records, Preservation Hall, and Projekt to digital retailers, including Apple's iTunes Music Store, Beatport, eMusic, Kompakt MP3, Napster 2.0, and Real/ Rhapsody; mobile channels such as AT&T, Boost, Cingular, CosmoGirl, Groupie Tunes, MobileStreams, Sprint, T-Mobile, and Zingy; as well as video outlets including Apple's iTunes Music Store, Gotuit Media, and Ruckus Networks. IRIS is based in San Francisco and New York. For more information, visit www.irisdistribution.com.

ABOUT PALMETTO RECORDS:

Palmetto Records has been a leading voice in independent music since it was founded in 1990. Through its choice of innovative artists and careful attention to sonic value, it has emerged as a heavyweight label, as well as being listed as one of the best jazz labels for four years running in the Down Beat Critics Poll, best jazz label 2005 by the Jazz Journalists Association, and best jazz label for two years running by JazzWeek (the leading chart of jazz radio). Its original mission of enabling artists to fulfill their creative visions has remained the label's focus more than 15 years and 120 releases later.

Palmetto also supports artists who are often overlooked or are considered somewhat "left of center". This enables the label to help expand the boundaries and even the vocabulary of jazz, and also gives the artists the freedom they need to make great music. For more information, visit www.palmetto-records.com.

ABOUT BKWLD:

BKWLD was started in January 2001 as an interactive design and development studio. It was born out of an idea that two friends shared, that top level, interactive design did not need to come out of San Francisco or New York. By holding steady to the "above and beyond" mentality, BKWLD has been able to build a client list that includes, Disney, Atlantic Records, California Tourism, Pebble Beach Resorts, Volvo, Surewest Communications, RCA Label Group, Warner Brothers, Lions Gate, Capitol Records, American Idol, and many more. For more information, visit www.bkwld.com

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