

ReverbNation Launches 'Gig-Finder' to Help Musicians Target Opportunities Tool Designed to Give Artists an Easy Way to Locate Venues/Clubs That 'Fit'

(New York, NY – May 29, 2008) ReverbNation, a leading 'Online Marketing and Promotions Platform' for Musicians, announces 'Gig Finder', an innovative search application that makes it easier for Artists to locate clubs and venues that fit their style and capacity requirements – making the chances of finding a match and landing a gig much higher. Gig Finder is the latest in a series of six powerful tools available for free in the ReverbNation "Artist Toolbox", a super-suite of solutions that help Artists from all walks of life grow their fan base and their business.

Gig Finder can do all of the basic searches an Artist would expect, including finding venues by name or by geographic location. But the real power of Gig Finder comes from the two advanced searches:

Similar Venues Search - Finds venues in other locations that are similar to one that the Artist has already played, or knows.

Similar Artists Search – Finds venues where other Artists with similar characteristics have played.

All of Gig Finder's search filters are 'stackable' on top of each other, allowing the Artist to narrow down the results to a very specific list of venues that match with their tour criteria.

"Gig Finder is an easy way for Artists to fill in the gaps on a tour, build a new tour from scratch, or just figure out how to branch out of the local area," said Jed Carlson, Co-Founder and COO of ReverbNation.com. "Hundreds of thousands of Artists, Venue Operators, and Promoters have added shows to our wiki-style database. We want to leverage all of that data for the benefit of our users, and Gig Finder is the first step."

Mike Borgia, Indie Artist from New York City adds, "To have access to such a comprehensive gig finding tool is hands down the best and most useful feature any artist could ever ask for. Gig Finder is just brilliant!"

The "Reverb Press Kit" (RPK), a digital 'package' that Artists use to represent themselves to Venues, will be available soon to augment the Gig Finder offering. The RPK will contain traditional items like songs, videos, photos, and bios, but will also allow the Artist to include their statistics, like the number of listeners or fans they have in the local area, and the aggregate demographics of those fans. The purpose of these new tools is to make better and more efficient matches between Artists and Venues, leading to more sold out shows.

For more info on Gig Finder: http://www.reverbnation.com/main/features_tabs?tab=Gig+Finder

About the company

ReverbNation provides the innovative marketing solutions that musicians need to compete, cooperate, and differentiate in an increasingly noisy online environment. Unlike typical "closed" communities, artists use ReverbNation as their home base for approaching marketing and promotion across the Internet as a whole - be it via social networks, blogs, email, IM, or the artist's homepage. Tools like TunePaks, FanReach, TuneWidget, and Street Team Manager give the artist the power to spread their music and information virtually anywhere. Real-time stats then provide a 360-degree view of how the music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages. ReverbNation empowers Artists to take the music to the people, no matter where they spend their time online. For more information, please visit www.ReverbNation.com.

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