

TOPSPIN IN AUSTIN

CALLING ALL MUSICIANS AND FILMMAKERS TO FREE DIRECT-TO-FAN CONFERENCE MARCH 16-18 AT THE BELMONT

CASE STUDIES FROM LINKIN PARK, THE DECEMBERISTS, YEASAYER, THE CIVIL WARS & MORE, PLUS DEMOS OF NEW TOPSPIN PLATFORM

(LOS ANGELES, CA / March 7, 2011) – Topspin, the leading direct-to-fan platform for artists, today announced a free, open to the public mini-conference March 16-18, 2011 at The Belmont (305 W. 6th Street, Austin). Each morning will feature a 90-minute in-depth demonstration of Topspin's new platform and features, including a Q&A with Ian Rogers, Bob Moz and the Topspin team. Afternoon sessions will include case studies of recent successful campaigns by Linkin Park, Gregg Allman, The Decemberists, Yeasayer, The Civil Wars, and others, presented by artist managers and other Topspin users. Between sessions there will be snacks, drinks, and time for one-on-one question/answer sessions. A live stream of the conference will be available at www.topspinmedia.com/sxsw and will be recorded for future on-demand streaming. Full schedule of events is below.

On Thursday March 17th, the winner of the Topspin Direct-To Fan grant will be announced. The winning artist will receive an award of \$5,000 cash, plus four 2-hour sessions of Topspin Pro Services consulting. The deadline for grant applications has been extended to Thursday March 10th at 12:00pm Pacific time. To apply, please visit www.topspinmedia.com. Applications will be judged by a panel of music industry professionals including Rick Rubin (co-president of Columbia Records), Marc Geiger (William Morris Endeavor), Richard Jones (manager of the Pixies), Glenn Peoples (Billboard Magazine), Mike King (Berklee Music), Jennie Smythe (Girllilla Marketing), and others.

Topspin will also co-sponsor two social events at The Belmont. The Digital Music Meet-Up will take place on Wednesday March 16 from 5:00pm to 8:00 on the Belmont's upstairs balcony, and will include representatives from Hypebot, Mobile Roadie, Music Matters, MXP4, Songkick, Soundcloud, and Virb. [PIAS] and Topspin will co-host a happy-hour event on Thursday March 17 on the balcony of the Belmont with food and cocktails from 5:30pm to 7:00pm. Live music presented by [PIAS] will follow, from 7:00pm onwards.

WEDNESDAY, MARCH 16

10:30am-12:00pm – in-depth demo of new Topspin platform and Q&A with Ian Rogers

12:00pm-1:30pm - lunch break, open time to chat with Topspin reps

1:30pm-3:00pm - Case Study: Linkin Park – Aaron Ray of The Collective presents a look behind the scenes of Linkin Park's 2010 album launch and tour

3:30pm-5:00pm - Case Study: Yeasayer – Jason Foster, the band's manager, offers a detailed review of the band's direct-to-fan efforts

5:00pm-8:00pm - Digital Music Meet-Up sponsored by Hypebot, Mobile Roadie, MusicMatters, MXP4, Songkick, Soundcloud, Topspin, and Virb

THURSDAY, MARCH 17

10:30am-12:00pm - in-depth demo of new Topspin platform and Q&A with Ian Rogers

12:00pm-1:30pm - lunch break, open time to chat with Topspin reps

1:30pm-3:00pm - Case Study: The Decemberists - Stu Smith of The Decemberists' management team walks through the band's recent album launch

3:30pm-4:00pm - Topspin Direct To Fan Grant Announcement

4:00pm-5:30pm - Case Study: TBD

5:30pm-7:00pm - [PIAS] + Topspin Happy Hour

FRIDAY, MARCH 18

10:30am-12:00pm - in-depth demo of new Topspin platform and Q&A with Ian Rogers

12:00pm-1:30pm - lunch break, open time to chat with Topspin reps

1:30pm-3:00pm - Case Study: Concord Music Group - Jason Feinberg, Concord's VP of Direct To Consumer, discusses the D2F campaign for Gregg Allman's recent album

3:30 pm-5:00pm - Case Study: The Civil Wars - Nate Yetton, the band's manager, walks through the band's recent direct-to-fan campaigns

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