

**NEW TOPSPIN FEATURES AVAILABLE
TO ALL MUSICIANS, FILMMAKERS,
AND AUTHORS IN MARCH**

TOPSPIN TO AWARD \$5,000 DIRECT-TO-FAN GRANT

(LOS ANGELES, CA / February 16, 2011) – Topspin, the leading direct-to-fan software platform, today announced a major update in March, 2011, including an array of new features and open access for all musicians, artists, filmmakers, and authors. In addition, Topspin announced the creation of a \$5,000 Direct-To-Fan marketing grant that is open to any artist or band.

“We’ve learned so much working with thousands of artists over the past three years,” said Ian Rogers, CEO of Topspin. “The only thing more exciting than the new features we’re rolling out in March is being able to bring those features to every artist on the planet.”

For as little as \$9.99 per month, users will gain access to the same direct-to-fan software platform used by thousands of successful musicians (Paul McCartney, Beastie Boys, Linkin Park, Pixies, Trent Reznor, David Byrne & Brian Eno, Arcade Fire, Eminem, Metric, Cee Lo Green), filmmakers (Edward Burns’ *Nice Guy Johnny*, Corey McAbee’s *American Astronaut* and *Stingray Sam*, Barry Ptolemy’s *Transcendent Man: The Life and Ideas of Ray Kurzweil*) labels and agencies (William Morris Endeavor).

The Direct-To Fan Marketing grant will award \$5,000 cash, plus four 2-hour sessions of Topspin Pro Services consulting, to the applicant with the best direct-to-fan business plan. 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 (Girlilla Marketing), and others. For grant application, please visit www.topspinmedia.com. Entry deadline is March 7, 2011 at 6:00pm PST. The grant recipient will be announced at SXSW on Thursday, March 17.

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