

Press Release

## FasterLouder.com.au doubles traffic in five months

Australia's leading online destination for rock music, FasterLouder.com.au, has more than doubled its local Australian audience to 81,192 Unique Browsers\* in just five months, striking the right cord with its audience.

Sydney - Wednesday September 5th 2007 - Traffic statistics by Nielsen//NetRatings for the month of August show that Australian rock music website FasterLouder.com.au has smashed all previous months' figures growing its Average Daily Unique Browsers by 82% from 1,898 in April 2007 to 3,449 in August 2007.

The increase in traffic and buzz are the result of a site re-design in April which introduced innovative social networking tools that connect music lovers. This was combined with successful marketing initiatives both on and offline in the past quarter, including an east coast event series FasterLouder Live as well as presenting Byron Bay's Splendour in the Grass Festival.

Not content with resting on their laurels, Co-Founder of FasterLouder Neil Ackland says, "We've been working tirelessly behind the scenes to improve and add to FasterLouder and now the efforts are starting to pay off. We have a strong summer of activity planned including more FasterLouder Live events and exclusive content around the summers big tours and festivals. It's an exciting time for the website".

\*Nielsen//NetRatings - Market Intelligence -Total Domestic Australian Traffic for FasterLouder, August 07  
(Report generated on Tuesday, 4 September 2007 13:56 Australia/Sydney)

### About FasterLouder.com.au

FasterLouder is Australia's leading online community of rock music fans. It is the credible destination for lovers of guitar driven music. FasterLouder is home to a phenomenal body of content including news, reviews, interviews, gig photos, competitions, video, podcasts, band profiles & a gig guide. In addition the website features forums, personal profiles and blogs with tools to link to friends and music fans across Australia. All united by a common love for all things rock.

### About Sound Alliance

Sound Alliance is one of Australia's most innovative and exciting new media companies. It is the publisher of web communities' inthemix.com.au; FasterLouder.com.au & SameSame.com.au which combined make Sound Alliance the largest independent online entertainment publisher in Australia. In addition to the rapidly growing web properties Sound Alliance also operates Thought By Them, a unique communications agency and Qjump, a business to business ticketing services provider.

For further information and to speak with Co-Founder of Sound Alliance, Neil Ackland contact:

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