

Press Release

Sound Alliance signs advertising deal with Splendour In The Grass

Sound Alliance, Australia's largest independent online entertainment publisher*, has secured the exclusive online advertising rights to the hugely popular music festival Splendour In The Grass.

Sound Alliance are the publishers of leading music and lifestyle websites inthemix.com.au, FasterLouder.com.au & SameSame.com.au, with a combined online audience of over 500,000 unique browsers per month*, predominantly in the 18-30 demographic.

"We have built a reputation as a leader in providing online advertising targeted to music and festival loving 18-30 year olds," Managing Director Neil Ackland commented, "Our strong sales team has long standing media agency, brand and record label relationships. Being able to offer the Splendour In The Grass website as part of our network adds additional scale and reach to our advertisers and makes Sound Alliance a one-stop-shop for reaching a very specific and appealing niche."

He went onto say, "Splendour In The Grass is without doubt one of Australia's most high profile festivals with the all important 'X Factor', which makes it truly unique. Despite being a one off event in Byron Bay, the media attention it attracts and the subsequent traffic to the Splendour In The Grass website before and after the event makes it a viable and attractive media channel".

Jessica Ducrou, Promoter of Splendour In The Grass said "We have partnered with Sound Alliance because they understand our audience, they have great advertiser relationships and the know-how to maximise the advertising opportunities on our website".

The new Splendour in the Grass website (www.splendourinthegrass.com) launches on April 16th with the event taking place on the weekend of August 2nd & 3rd 2008.

**Nielsen Online Market Intelligence Total Traffic - March 2008*

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