

The “Social Utility”, bandFIND.com, Launches to the Public and Offers a New Take on Social Networking by Providing Needed Services Within the Music Industry Built Upon a Social Platform

“bandFIND.com is the first social utility for musicians, bands and the professional music industry, not the fans.”

NASHVILLE, TN, - April 1, 2008 - Bandfind Inc., an online social musician service, today announced the public launch of its website, bandFIND.com (<http://www.bandfind.com/>). As of today, musicians, bands and music industry professionals in the U.S. can go to bandFIND.com and take advantage of more than fifteen groundbreaking musician’s services - anytime, for free. bandFIND.com’s first release, “bandFIND | social” will offer all of the core social networking services created and perfected by companies like Friendster.com, Facebook.com and Myspace.com. However, bandFIND.com was conceptualized and created by a team of musicians, recording industry experts and web developers with the intention of breaking the social networking mold by providing the music industry pertinent and needed services built upon the already proven social networking platform.

The initial public release of bandFIND.com comes packed with more than just social networking features. “The reason social networking is largely looked at by the professional community as nothing more than an advertising medium is simply because up until now it has served no real professional purpose. The social networking model has simply been an avenue to catch up with old friends, share media, and find dates,” says Chris Purifoy, the founder of bandFIND.com. “I believe that the model is fairly young. The possibilities for social networking to expand into the world of professional utility are astronomical. At bandFIND, we consider ourselves a ‘social utility’, offering a line of impressive services for musicians, bands, and professionals built around and within the community that a social network provides. The social platform is just the tip of the iceberg.”

Two free groundbreaking premium features, packed with over 15 services, will find their way into this initial release. The first, ‘bandFIND | Invites’ allows for bandFIND users to send a number of different invites to other users including: Friend Invites, Band Invites, Fill-In Invites, Gig Share Invites, Gig Sit-In Invites, Jam Session Invites, Lesson Requests, Recording Invites, Tryout Invites, Writing Session Invites, Backing Band Invites, and Collaboration Invites. ‘bandFIND | Invites’ are great for breaking the ice and creating new opportunities.

The second, ‘bandFIND | Ads’ is the first fully featured and categorized musician ad system featuring internal applicants for each ad, internal and private dialogues for each applicant, and over fifteen filterable and searchable elements. “Fully featured ad systems have become fairly popular with career websites like monster.com and guru.com,” says Cole Thornton, the Executive Vice President of bandFIND.com, “However up until now, musicians and bands haven’t had that luxury. We’re glad to provide it.”

“We believe in harnessing the power of innovation and foresight,” says Thornton. Along with the core social networking features and the premium services, bandFIND.com’s first public release will also include a few other innovations that are guaranteed to turn heads. The first is an unprecedented musician search. The wide range of music related user data provides bandFIND users the ability to search for exactly the right artist or band for their specific project. The second is the introduction of a new generation of music jockeys. Originally, there was the Disc Jockey (DJ) and the Video Jockey (VJ). Similarly, bandFIND.com introduces the first Internet music jockey, the Web Jockey (WebJ). The Web Jockeys can be found on each users homepage and will present a wide variety of visual media including: updates, music industry education for musicians, interviews, tutorials to help the users navigate the site, and much more.

“We believe in a healthy mix of ingenuity and aesthetics,” says Amy Piazza, bandFIND.com’s VP of Creative Development. The site is not only packed with new breakthroughs in the technical arena, the bandFIND team also pride themselves on their eye for presentation and design. “bandFIND.com is the first ‘hip’ social network,” says Purifoy, bandFIND’s founder, “It would have been irresponsible of us not to take our time during the design process. We believe our users will thank us.”

bandFIND gives advertisers the opportunity to present their brands before the highly engaged and always growing niche musician market. bandFIND.com offers opportunities for promotion not only in the standard banner ad format but also within the highly dynamic video landscape of bandFINDtv and in the form of contest sponsorships. In addition, bandFIND is committed to continue developing and innovating the online advertising experience.

About Bandfind inc.

Bandfind Inc. is a privately owned AR Corporation with business offices in Fort Smith, AR, a marketing and promotions office in Nashville, TN, development offices in Greensboro, NC, and a creative development office in Belfast, Northern Ireland. Bandfind inc. was founded by Chris Purifoy, a 24-year-old Recording Industry Management and Entrepreneurship student at MTSU, along with his sister, Amy Piazza, a professional graphic designer, photographer, and artist located in Belfast, Northern Ireland.

The company was originally founded in November of 2006 by Chris Purifoy and Amy Piazza as Purifoy Enterprises LLC. Chris Purifoy studied Recording Industry Management at Middle Tennessee State University located in the Nashville metropolitan area. He began his career in the music industry reping for Aware Records and occasionally helping Matt Kearney on his "Nothing Left To Lose" tour. In addition to his rep position and his studies, he also managed a singer/songwriter act on the side. He was asked to find a replacement for the act's lead guitarist. This task lead him to discover the need for an online based 'utility' for finding band members. In the winter of 2006 bandFIND.com was born.

Jeff Spangler, a web developer based in Greensboro, NC, joined the team in early 2007 as the Program Director. He put together a team of programmers including John Cravens, the SR developer, and Brad Paterson, SR Flash Developer. Amy Piazza, the co-founder, was responsible for the design aspects. Over the course of 2007 and 2008 the website was conceptualized and built.

In the spring of 2007, Cole Thornton joined the team as the EVP. And, in the summer of 2007 the project was funded by a few AR based angel investors. In July of 2007 Bandfind, inc. was officially formed. The new venture put together a marketing team and a business management team and began planning it's future. Led by Chris Purifoy's vision for new horizons within the music industry, in only a year and a half the company has now grown to include offices in Fort Smith, AR, Nashville, TN, Greensboro, NC, and Belfast, Northern Ireland.

In December of 2007 the new venture moved into a private beta state. In March of 2008 the website opened to the public in what they called a "soft launch". The site officially launched April 1st of 2008.

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