

## **KNOWTHEMUSICBIZ.COM DEBUTS ONLINE COMMUNITY AND RESOURCE CENTER FOR THE BUSINESS OF MUSIC**

***Provides Important Information about Today's Music Business from Industry Thought Leaders and Community Members***

***Industry Contributors Include John Doe, The Future of Music Coalition and John P. Strohm***

***Key Sponsors Include Redeye Distribution and Pabst Brewing Company***

Chapel Hill, NC – November 13, 2007 – KnowTheMusicBiz.com ([www.KnowTheMusicBiz.com](http://www.KnowTheMusicBiz.com)), a division of Kudzu Media Group, Inc. today announced the launch of its innovative, online community and resource center for emerging artists, musicians, songwriters and music executives. KnowTheMusicBiz.com enables users to find and engage in an active dialogue as to how the music business works, share personal experiences and success stories, as well as anecdotes on building and sustaining a career in the music business.

The site provides aggregated, as well as community generated content about the music industry plus advice and insight from industry thought leaders. Key content features include a Biz Wiki for the music business that offers important information across all music genres about the workings of the industry. Sections of the Biz Wiki include Digital Media, Distribution, Management, Publishing, Manufacturing, Publicity and Promotions, Licenses and Royalties, Touring, Merchandising, Record Labels, and Recording Contracts. In addition, KnowTheMusicBiz.com offers Biz Blogs written by musicians and industry thought leaders, interactive Community forums, DIY tips with links and member posts, an extensive online Resource center, as well as News and Opinions from industry publications and blogs.

“In this exciting era of powerful technology, distribution and licensing options now being widely accessible there is still a tremendous need for information about how the industry works and a way to aggregate the very best of the information available on the web” said David Rose, Founder of KnowTheMusicBiz.com. “The goal of our community is to help those interested in the music business navigate the rapidly changing industry and technology options available to build a sustainable career.”

KnowTheMusicBiz.com is completely free to users and supported through sponsorships and ads. It offers sponsors two options – Community sponsorships and Topic sponsorships. Community sponsorships feature the sponsor on the homepage and landing page of each main section of the site. Topic sponsorships feature the sponsors where content on their topic is displayed on the site, for example, distribution or publishing and more. At launch, key sponsors include Pabst Brewing Company and Redeye Distribution.

In addition, KnowTheMusicBiz.com features guest blogs from industry thought leaders. The first series of industry guest blogs include musician and actor John Doe, Kristin Thomson, Deputy Director of the Future of Music Coalition and entertainment attorney John P. Strohm. John Doe will also maintain a regular blog entitled “What Would John Doe Do?” (WWJDD?) where members can submit questions about music, the business or life in general that John will answer.

"KnowTheMusicBiz.com should be of great assistance to today's artists as they navigate the often treacherous waters of the music industry. As technologies and business models continue to evolve, musicians routinely find themselves confronted with complicated issues at the intersection of music, law, technology and policy. Here's to helping musicians take care of their own business in the most informed manner possible," Kristin Thomson, Deputy Director of the Future Music Coalition.

**About KnowtheMusicBiz.com**

KnowTheMusicBiz.com is an online community and resource center for emerging artists, musicians and music executives. Members can find, exchange and contribute valuable information, as well as receive advice and insight from industry thought leaders.

**About Kudzu Media Group**

Kudzu Media Group, Inc. is a leading provider of specialty-topic based online communities where members can find, exchange and contribute valuable information, as well as get advice and insights from topic thought leaders. Privately funded and founded by David Rose in 2007, the mission of Kudzu Media Group is to deliver Community Powered Knowledge™ for those seeking specialized information and community. The first online community to launch is KnowTheMusicBiz.com with others to follow.

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