

Press Release



May 6, 2009

Adva Mobile and ArtistData Announce Integration Partnership to Simplify Administration of Mobile Fan Clubs for Entertainment Artists

Adva Mobile Corporation, a pioneer of mobile fan clubs for Music Artists, and ArtistData, a solutions provider that automates the monotonous updating of Artists websites, social profiles, and other marketing and promotion tasks, today announced the availability of an integration between the two marketing platforms to streamline the exchange of updated information from Music Artists. The new capability will save Music Artists hours of administration effort and give them more time to do what they love: create music.

The direct connection between ArtistData's information management, publishing, and promotion tool, and the mobile marketing services offered by Adva Mobile, allows Music Artists to efficiently manage their mobile marketing campaigns while they are updating their web, newsletter, tour, newsfeed, Twitter, MySpace and concert databases through the singular interface offered by ArtistData. By minimizing the separate activity of updating their Mobile Fan Club and mobile web presence, Artists save time.

Music Artists are increasingly aware that relationship with the fan is everything. Many are not able to monetize their creativity through music sales, and depend on concert ticket and merchandise sales to generate revenues and continue creating music. The wide variety of channels to reach fans – web, print, social networks, Twitter, and more recently – mobile – creates a burden on the emerging Artist to manage all the information outlets needed to communicate to fans. The Adva Mobile and ArtistData integration reduces this burden.

The mobile channel – directly connecting with fans on their mobile phones – is a powerful marketing tool for the Music Artist to engage fans, develop loyalty, and generate continuing revenue from ticket, merchandise and music sales. But the additional effort to maintain yet another marketing channel can be cumbersome. Artists using Adva Mobile for their mobile marketing campaigns and ArtistData to update information across marketing services streamline their marketing administration effort and simplify the business side of being a Music Artist.

Relevant Quotes:

Jack Kelly, CEO and Founder, Adva Mobile: "Adva Mobile is excited to announce this integration partnership with ArtistData. We are impressed with their service and

understand the need to streamline the process of data entry in multiple sites that musicians use to market and reach their fans .”

Brenden Mulligan, CEO, ArtistData:

Brenden Mulligan, Founder and President, ArtistData: “As we continue to rapidly expand our supported site network, we’re excited to make Adva Mobile our first fan club partner. We look forward to exposing our artists to their service and welcoming their artists to ours.”

Adva Mobile Resource Center:

Web: <http://www.advamobile.com>

MySpace: <http://www.myspace.com/advam>

Facebook: <http://www.facebook.com/pages/Adva-Mobile/43997869275>

YouTube: <http://www.youtube.com/user/advamobile>

Twitter: <http://twitter.com/advamobile>

Blog: <http://advamobile.blogspot.com>

About Adva Mobile: Adva mobile provides a software service that enables Music Artists and advertisers to create closer relations with their audience through mobile fan clubs. The experience includes mobile messaging, mobile presence (mobile internet pages), mobile commerce, mobile social sharing features, and mobile content fulfillment. The service is free to the fan, and a revenue generator to the band.

Adva Mobile was founded by Jack Kelly and Amir Rozenberg in March 2008 and is privately funded. For more information contact Jack Kelly, CEO, jackk@advamobile.com or 508-740-3359.

ArtistData Resource Center:

Web: <http://www.artistdata.com>

Twitter: <http://www.twitter.com/artistdata>

Blog: <http://blog.artistdata.com>

Press: <http://press.artistdata.com>

About ArtistData:

ArtistData’s credo is Musicians should only enter data once. ArtistData tirelessly works to give musicians more time to be creative. We're building solutions to automate the monotonous updating of artist websites, social network profiles, concert databases, Twitter, official news feeds, iCal, local press, fan newsletters, and even tour books. When an artist updates our site, we update all their sites. Our current users save hundreds of hours, giving them more time to do what they love: creating music.