



Press Release

August 19, 2009

Brimstone Radio and Adva Mobile Announce Mobile Marketing and Internet Radio Collaboration

Grand Rapids, MI, and Wayland, MA – Brimstone Radio, an Internet Radio and Artist Promotions company for independent music artists, and Adva Mobile Corporation, a pioneer of mobile fan clubs for Entertainment Artists, announced their collaboration to provide mobile marketing services to augment internet radio promotion of music artists. Brimstone Radio will offer mobile marketing services from Adva Mobile to promote Artists featured on Brimstone Radio.

Fans of Brimstone Radio can now find this Internet Radio pioneer on their mobile phones, where they can discover new music, learn about Brimstone Radio sponsored events, watch videos, download content, purchase merchandise and interact socially with other Brimstone Radio fans. Their services are provided through powerful mobile marketing software developed by Adva Mobile.

In addition, music artists featured on Brimstone Radio can offer their own mobile marketing service to their fans, including mobile messaging and mobile-optimized web sites that offer a variety of content and activities such as news, music and video downloads, interviews, ticket and merchandise sales, recommendations about other artists and influences, contests, voting, raffles, backstage passes, text to screen, and more. Brimstone Radio and their musicians sites are linked together to enable easy discovery of new music and musicians on the sites.

Starting with only a hand full of bands, Brimstone Radio now features hundreds of bands from all across the world. The partnership between Adva Mobile and Brimstone Radio now enables fans to discover new and exciting bands with just the click of a button. The Brimstone Radio plan is to supply branded integrated marketing services to independent music artists, clearly focused on the emerging mobile opportunity.

Adva Mobile Corporation

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Brimstone Radio chose Adva Mobile because of their simple services platform and flexible system that allows a variety of Brimstone Radio branded mobile web properties. Brimstone Radio is aggressively working with independent music artists, helping them gain exposure and develop a strong following.

The Brimstone Radio Mobile Fan Club is active and fans can join by texting "brimstone" to GETME - 43863 on their phones. A return message will bring them to a Brimstone Radio mobile web experience where fans can discover news, information, and content from Brimstone Radio, and receive regular updates from Brimstone Radio to their mobile phone. A key feature on the mobile web site is the ability to search and join the mobile fan clubs of artists found on Brimstone Radio, bringing the Band and the Fan closer together.

Relevant Quotes:

Brad Simmons, Founder, Brimstone Radio: "Setting your band apart is paramount in this "New Age" of indie music and partnering with Adva Mobile is a huge step in that process. Adding mobile interaction to their arsenal will certainly enable our family of artists to build a strong and interactive fan base."

Jack Kelly, CEO and Founder, Adva Mobile: "Adva Mobile is excited to announce this partnership with Brimstone Radio. The integration of mobile marketing and Internet Radio promotion is unique in the world today and represents innovation for emerging music artists trying to reach new fans."

For More information contact:

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For Adva Mobile – Jack Kelly, jkelly@advamobile.com, 508-740-3359

About Brimstone Radio:

Brimstone Radio, an Internet Radio and music discovery presence on the Web, started in 2006, and began as a way to promote local bands and their music. Now the company is adding bands from all over the world, and is providing a way for independent and underground musicians to get exposure to thousands of listeners that would like to hear and discover new upcoming music. The project is now moving into marketing and promotions, and Brimstone Radio is carefully looking to the future to give the musicians that are associated with the station new and innovative ways to promote themselves. Brimstone offers 24 x 7 programming in CD quality and has several hosted shows each



week. The web site hosts a community of like-minded members that can interact between each other through profiles and messaging.

For more information contact Brad Simmons at brimstonebrad@brimstoneradio.com or 616-834-7055

Brimstone Resource Center

Web www.brimstoneradio.com

MySpace <http://www.myspace.com/brimstoneproductions1>

Facebook <http://www.facebook.com/BrimstoneRadio>

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

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.

Adva Mobile Resource Center:

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

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

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

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

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