



Press Release
August 10, 2009

Microfundo partners with Adva Mobile to launch its mobile microfunding site for international musicians.

Microfundo will use mobile marketing services from Adva Mobile to enable mobile microfinancing for International Music Artists

They call them struggling musicians for a reason.

Now, thanks to a new Boston-based business collaboration between Microfundo and Adva Mobile, aspiring musicians are getting a helping hand - from fans using their mobile phones.

The idea is simple: Fans lend money via their mobile phone to support music projects of their favorite musicians. Fans are then repaid via revenue from future download sales of the artist's music.

Musicians create their own mobile site that displays their microfunding campaign. Musicians make direct appeals to fans at a concert or live event. Fans can respond and contribute - in the moment – using their phones.

Microfundo CEO and co-founder Brad Powell got the idea bringing microfunding to the music industry while working for Calabash Music, the online world-music company that he also founded. "All of the artists I came into contact with faced the same financial hurdle," Powell says. "They needed capital. Most international artists in particular are ignored by the mainstream music industry, creating a significant hurdle."

Powell found a solution in one word: microfinance. He studied how international microfinancing organizations like kiva.org arranged for investors to provide funds and services to small businesses typically shunned by banks. He concluded it would not be too hard to start something similar to support musicians.

"If this is working well for people who are funding what are basically complete strangers in a foreign land," he said, "why wouldn't it work for music fans to fund artists whose music they actually know and like."

Microfundo is using mobile marketing solutions from Adva Mobile to drive the microfunding campaigns. Adva Mobile's platform lets fans text directly to the artist and receive a link to a rich media, mobile web experience. Right on their phones, fans can learn about the artist and upcoming shows, watch videos, download music, and – most important – make contributions to support the artists campaigns.

Adva Mobile founder and CEO Jack Kelly added the key ingredient of taking music microfinancing to mobile: "Music fans are the alpha mobile users. They are constantly sharing their experiences via text and twitter – it's only natural that they will share their love for their favorite musician via their phone."

Fans can get an early look at mobile microfinancing for musicians by texting microfundo to GETME 43863 where the service is launched with four artists:

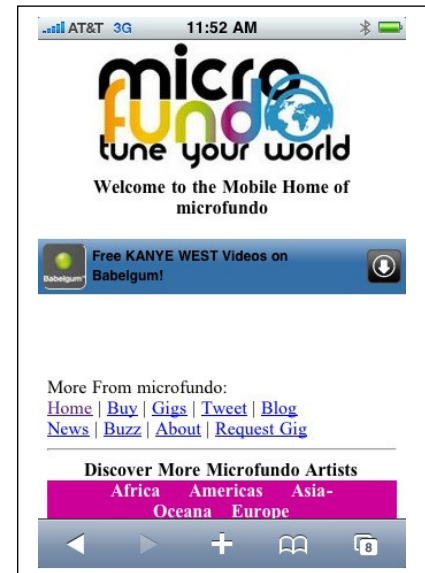
- Alex Alvear, Ecuador – text alexalvear to GETME – 43863 for his mobile campaign
- Avantrio, Peru – text avantrio to GETME – 43863
- La Otrabanda, Venezuela – text otrabanda to GETME – 43863
- Zili Misik, Haiti – text zilimisik to 43863

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.

About Microfundo: Microfundo is changing the way the world finances music by bringing microfinancing to the music industry. Microfundo is supporting economic development in music capitals around the globe with a Microfunding Platform that allows music fans to give financial support directly to their favorite artist.

Microfundo was founded by Brad Powell in November, 2008 and is privately funded. For more information contact Brad Powell, CEO, brad@microfundo.com or 617- 418-4394



The Microfundo mobile home page presents a gateway to music artists who are microfunding campaigns to promote their music.