

# Press Release



May 7, 2011

## Rising Country Star Stovall first Artist to launch cross platform Mobile Strategy with Mobile Web Site and Apps from Adva Mobile

**Natalie Stovall engages her fan base in new and exciting ways with Mobile Web + iPhone App + Android App that brings fans deep into her touring world and features never before released bonus material**

*Bands and recording artists can now quickly create Mobile Web / iPhone App / Android App at low cost that extend their brand across all Mobile Web and Mobile App platforms*

Wayland, MA & Nashville TN. – Prolific touring Artist Natalie Stovall is now coming to a phone near you, as she releases her very own mobile Apps today simultaneously across the iPhone, Android and Mobile Web site platforms. By releasing on all platforms, virtually all of the 6 billion mobile devices on the planet today can now access her music, videos, tour dates, and photos, make mobile purchases, connect with Twitter and Facebook, and more.



**iPhone  
App**



**Mobile  
Web**



**Android  
App**

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Natalie is at the forefront of Artists that know connecting with fans on mobile is the **next big thing** and said “It’s a cool way to put your songs and tour dates directly in your fans’ hands. Your phone is with you all the time – I know mine is! – and it’s a great opportunity to let your fans get in there and really experience the music and my life on the road. I wanted everyone – not just the iPhone fans - to be able to have this, so we went the Apps plus Mobile Web route

with something that gives the fans the most comprehensive application we could create. And I wanted it to be free for them, just to say thanks for being part of all of this!”

Adva Mobile Corporation is the world’s leading provider of mobile marketing services to the music industry, having created mobile Web sites, Apps, and marketing campaigns for over 1,200 bands. The Adva Mobile marketing platform enables Artists to create closer relations with their fan base on mobile phones and is the only company that provides mobile Apps, Mobile Web, and a complete marketing platform service. The platform includes text messaging, a mobile storefront, content downloads, concert listings, integration with social sites and fun engagement tools to keep fans connected with bands. During the course of Natalie’s busy touring schedule, text messages and alerts bring fans to her Mobile Web and App sites for new, free downloads, exclusive music and videos, contests, raffles, voting campaigns and special bundles of her music and merchandise that fans can purchase directly from Natalie on their phones.

Jack Kelly, CEO of Adva Mobile, said “Touring bands and Recording Artists need to connect to their fans on mobile phones across all major phone platforms, and we’re excited to bring the Adva Mobile platform to Natalie. It’s super easy to use and one cool feature is that changes update the Mobile Web, iPhone and Android version of the App automatically, simplifying the effort to manage your mobile assets. The Apps also power additional revenue streams through the sale of music, video, tickets, and merchandise, direct from Natalie to her fans.”

The Adva Mobile service has quickly become the leading mobile marketing platform for bands and recording artists to acquire, engage, and sell to their fans on mobile phones. Natalie Stovall is the first Artist to create brand synergy across all digital platforms- Mobile Web Sites, iPhone Apps, Android Apps, Tablets and her Internet Web Site. Her branded mobile presence was easily deployed in a few hours and reaches virtually all of the 6 billion mobile devices on the planet.

Every fan with a phone that has a mobile browser can join Natalie’s mobile site by texting GETFIDDLE to 88704 or visiting [www.adva.us/fiddle](http://www.adva.us/fiddle) on their mobile browser. Android and iPhone fans can also get the Natalie Stovall App on the iTunes Store and Android Market.

#### About Natalie Stovall

Natalie Stovall's refreshing sound strikes a perfect balance of traditional country and high energy, soulful, rock music. Natalie has become one of the most booked artists on the college and military base circuit. She was recently awarded Best Music Performer, Top Entertainer and Best Female Artist by Campus Activities Magazine comprised of over 2,000 college campus buyers. Natalie has performed with artists such as Little Big Town, Los Lonely Boys, Gretchen Wilson, Gloriana, Josh Gracin and was invited by the President to sing God Bless America at the White House Correspondent’s Dinner. For more information, contact Paul Jarosik, (617) 529-1743 or [paul@makeentertainment.com](mailto:paul@makeentertainment.com) .

About Adva Mobile: Adva Mobile provides a software service that enables entertainment and recording artists to create closer relations with their audience on mobile phones. The experience includes mobile messaging, mobile presence (mobile internet pages and mobile Apps), mobile social sharing features, mobile commerce, and mobile content fulfillment. The service is free to the fan, and generates revenue 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](mailto:jackk@advamobile.com) or 508-740-3359.

Adva Mobile Resource Center:

Web: [www.advamobile.com](http://www.advamobile.com)

MySpace: [www.myspace.com/advam](http://www.myspace.com/advam)

Facebook: <http://www.facebook.com/pages/Wayland-MA/Adva-Mobile/140513737394>

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

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

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