



March 21<sup>st</sup>, 2007

## Fluid Audio Networks To Launch Billboard Unsigned For Emerging Artists

On March 21<sup>st</sup>, Fluid Audio Networks ("FAN") executed a partnership term sheet with VNU's Billboard Magazine regarding the creation of an emerging music platform that will be called Billboard Unsigned.

The partnership is particularly significant for FAN, in that (unlike its American Idol partnership) the company is not restricted from offering recording contracts, producing Billboard Unsigned albums for retail sale, branded concert tours or video programming.

Additionally FAN has the opportunity to partner with VNU's Nielson division relative to creating a research product around the user data from its various digital music platforms.



### About Billboard Magazine

Billboard magazine, the world's premier music publication and has served the information needs of the entertainment business since 1894. Every Thursday, dozens of the Billboard magazine's famous charts of U.S. sales, airplay, downloads and box office grosses are previewed for the public consumption and exploration.

Billboard is the flagship property for the Billboard Information Group, which also consists of Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Licensing & Events and Billboard Radio Monitor. Billboard's many strategic partners include Fox-TV, Microsoft, mForma, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America and Billboard sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems.

Billboard is headquartered in New York with bureaus in Boston, London, Los Angeles, Miami, Nashville and Washington, D.C., and has editorial correspondents in major cities around the globe. The Group is a unit of VNU Business Media, a worldwide media company that provides specialized publications, electronically delivered data, expositions and marketing services and is owned by VNU Inc., a wholly owned subsidiary of Netherlands-based VNU, an international publishing and information company.



### About Fluid Audio Networks

Fluid Audio Networks (FAN) is a Los Angeles-based entertainment focused, software development company which has developed a technology platform and business model for democratizing the music industry by leveraging the broad interactive and distributive properties of the Internet. FAN is building the largest network of emerging artists and music fans by partnering with some of the world's most recognized entertainment brands. FAN has created patent-pending technology that leverages the distributive power of the Internet to create opportunities for artists and content creators to promote their entertainment media to a mass audience in a relevant context. FAN's unique technology applications will allow emerging artists to cultivate their audiences without the costs associated with traditional entertainment marketing and distribution. FAN is a privately held company founded by a team of entrepreneurs with proven track records for delivering exceptional products within the digital media and online entertainment sectors.

For further information please see [www.fluidaudio.com](http://www.fluidaudio.com) or [www.idolunderground.com](http://www.idolunderground.com).