

Press Release

Robbins Bros. Taps Fluid Media Networks to Produce Perfect Proposal Album

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In Industry First, Multiple Format Access Album Combines CD and Digital Formats

LOS ANGELES, May 3 /PRNewswire/ -- Robbins Bros., World's Biggest Engagement Ring Store (www.robbsbros.com), has partnered with Fluid Media Networks, producers of American Idol Underground (www.idolunderground.com), to produce an album entitled "Perfect Proposals(TM): 10 Perfect Love Songs." In a music industry first, Fluid Media Networks has compiled an exclusive Multiple Format Access(TM) (MFA) album compilation of love songs giving listeners full access to the music in both CD and digital (MP3) formats.

"Our Perfect Proposals(TM) engagement planning service was designed to create unique and memorable marriage proposals for couples entering a new and very special phase in their relationship," said Steve Robbins, chairman and CEO of Robbins Bros. "The '10 Perfect Love Songs' selected by Fluid Media Networks featuring new artists will be a great way for couples to remember the special occasion forever."

Robbins Bros. has invited nearly 200,000 people to visit one of their retail outlets and receive a free copy of the Perfect Proposals album while supplies last. In addition to receiving the album as a physical CD, recipients will also be able to download a digital (non-DRM) version of the album for use in an MP3 player or on a PC.

"Robbins Bros. is working with customers to create perfect proposals and we are excited to offer this unique CD as another way to make this special moment even more memorable," said Justin Beckett, Fluid Media Networks founder and CEO. "In particular we are appreciative of the opportunity this partnership represents for the 10 new artists who have the potential to get their music in front of a pre-qualified audience of nearly 200,000 consumers."

The new artists who are featured in the release include; Bettina, Hannah, Justin Young, Kawehi, Livin Out Loud, Loely, Sebastian, Stephen Miller, Terrell, and Vinyl 45.

Robbins Bros. will be distributing the "10 Perfect Love Songs" CD within each of their retail locations while supplies last.

About Fluid Media Networks

Fluid Media Networks (formerly Fluid Audio Networks) is a diversified music services company whose products and solutions facilitate the commercial exploitation of music related media.

The company has developed a number of innovative technology applications that are changing the way that music is discovered and distributed. Fluid Media Networks state of the art user generated media platform has enabled the company to partner with some of the biggest entertainment brands including American Idol and Sony.

The company is managed by a team of proven Internet entrepreneurs who are committed to using technology to optimize the production, distribution and consumption of music. For more information please visit www.fluidmedianetworks.com.

About Robbins Bros.

Robbins Bros. currently operates seven freestanding store locations in Southern California, three in Houston and one in Dallas, Texas. Expansion plans in Chicago are now underway. Perfect Proposals(TM) (www.YourPerfectProposal.com) is a Robbins Bros. exclusive and can be utilized at every retail location. Robbins Bros. has been featured on Today, The Tyra Banks Show, Ellen, and Dr. Phil. For more information please visit www.robbsbros.com or call 1-800-610-RING.

Source: Fluid Media Networks