



CHART-TOPPING NEWCOMERS BLACK STONE CHERRY PRE-RELEASE THEIR NEW ALBUM ON ECAST

General Press Releases July 17th, 2008

“Folklore and Superstition” Reaches Ecast Bar and Nightclub Audiences One Month Before It Hits Stores

SAN FRANCISCO, July 17, 2008 – Emerging Southern rock band Black Stone Cherry is pre-releasing their second album, “Folklore and Superstition,” on the Ecast broadband media network.

Available to consumers for play [more than one](#) month before its official street release on August 19, “Folklore and [Superstition](#)” will also leverage Ecast promotional features such as the “Just Added” playlist and the Ecast New Music video loop to raise awareness and invite more song plays.

“We’re thrilled to be working with Ecast, giving folks the chance to hear the new album over a month prior to its official release date,” says Suzi Akyuz, product manager, [Road Runner](#) Records. “Black Stone Cherry says the trick to ‘Folklore and Superstition’ is simply brotherhood, family, friends and home — no more, no less. If that’s not true American rock n’ roll I don’t know what is and I can’t think of a more perfect venue for previewing their music than on Ecast’s digital jukeboxes in bars and restaurants across the country.”

With a relatively younger lineup (all members under the age of 23), and only one major label record under their belts, Black Stone Cherry has found the success that rock bands dream of. Their self-titled debut album sold more than 110,000 units, and their powerful rock anthem “Lonely Train” reached the Top 15 on the Active Rock chart. “[Folklore](#) and Superstition,” produced by Bob Marlette (famous for having produced Ozzy Osbourne and Shinedown), has already turned out the hit “Blind Man” which is steadily climbing the rock charts. Currently on tour with Shinedown and [Theory of a Deadman](#), Black Stone Cherry is planning their own U.S. tour this fall. Black Stone Cherry joins past emerging artist pre-releases on the Ecast network including Albert Hammond, Jr., Flogging Molly, and Augustana.

“Black Stone Cherry’s last record had strong play on the Ecast network, highlighting the fact we reach young music lovers who are very tuned into emerging artists,” says Lisa Tiver, SVP business affairs, Ecast. “This audience already uses the Internet to discover

and hear music before it hits retail outlets. By pre-releasing music on Ecast, labels and artists are extending visibility to a larger audience, reaching these savvy fans in a relaxed setting where they play the jukebox to share their favorite artist with friends.”

According to a 2007 Arbitron study, Ecast consumers are seen as authorities on music. Thirty-five percent say their family and friends frequently seek their advice about new music, and 45 percent say they frequently recommend new music to friends and family.

ABOUT ROADRUNNER RECORDS:

Founded in the Netherlands in 1980, [Roadrunner](#) Records has earned its place as one of the most prominent international [independent record labels](#). The Roadrunner catalog boasts early releases from such seminal artists as Type O Negative, Sepultura and King Diamond. More recently, the label has experienced unprecedented success with multi-platinum artists Nickelback and Slipknot, gold-certified Stone Sour and Killswitch Engage, as well as modern heavy hitters Dream Theater, Megadeth and Opeth. Though primarily known as a hard rock label, Roadrunner’s roster also includes diverse acts such as The Dresden Dolls and newcomers Black Stone Cherry, Madina Lake, Airbourne and The Wombats. Still headquartered in the Netherlands, Roadrunner occupies offices in New York, now the A&R hub for the label, as well as the United Kingdom, Canada, Germany, France, Japan and Australia. For more information about Roadrunner, visit: www.roadrunnerrecords.com

ABOUT ECAST:

Ecast operates the largest broadband touchscreen media network in the United States, providing digital music to over 10,000 bars and nightclubs across the country. The unique touchscreen music service allows locations to put the power of choice where it should be: with the consumer. Utilizing the speed and scalability of broadband, Ecast delivers music, advertising and other forms of entertainment to the young-adults most responsible for affecting purchasing decisions and consumer trends. Ecast is changing the way people listen to music in public places and revolutionizing out-of-home advertising. Ecast’s investment partners include Crosslink Capital, DCM, El Dorado Ventures, Focus Ventures and Mobius Venture Capital. For more information, please visit www.ecastnetwork.com.