

FOR IMMEDIATE RELEASE

**BILLBOARD ANNOUNCES JUDGES FOR FIRST-EVER MUSIC APP AWARDS
AT MOBILE ENTERTAINMENT LIVE!: THE MUSIC APP SUMMIT**

--CELEBRETIES, VISIONARIES, PIONEERS WILL CHOOSE AWARD WINNERS--

BILLBOARD ACCEPTING APP SUBMISSIONS NOW THROUGH JULY 30TH

New York, NY (June 30, 2010) Billboard – the world’s premier music brand - announced today the judges for its first-ever Music App Awards, which will recognize the most innovative music-focused apps created for the iPhone, Blackberry, Android and Nokia platforms. The esteemed panel of judges who will choose the winners include:

MC Hammer
Daniel Klaus, Founder, AppFund
Patrick Mork, VP Marketing, GetJar
Ian Rogers, CEO, Topspin
Ralph Simon, CEO, The Mobilium Advisory Group
Eliot Van Buskirk, Staff Writer, Wired

“Finding the right judges to select the winners of Billboard’s first Music App Awards program was an important step in putting this event together,” said Antony Bruno, Billboard’s Executive Director of Content and Programming for Digital/Mobile. “We were looking for a mix of experts with experience in the music, mobile and developer communities. I couldn’t be more pleased with the panel of judges we’ve convened, and I’m looking forward to working with them on this event going forward.”

The Music App Awards are the core component of Mobile Entertainment Live!: The Music App Summit presented by Logic Wireless, taking place in conjunction with the CTIA Enterprise & Applications™ fall show in San Francisco, CA. Submissions from developers and companies creating music applications are being accepted now through July 30 at **MobileEntertainmentLiveFall.com**.

Billboard’s editorial team will select three finalists for each award category. The finalists will be featured in a pre-show special section of Billboard magazine, and will have the opportunity to demonstrate their apps on stage and in Billboard’s “App Lounge” at Mobile Entertainment Live!: The Music App Summit.

As part of the ongoing development of the awards program, Billboard has added “Best Touring App” to the category list. The full list is as follows:

- **Best Artist-Based App:** Apps created specifically for an artist
- **Best Music Streaming App:** Apps that feature music, such as Internet Radio or On-Demand
- **Best Music Engagement App:** Apps that engage in music in various ways outside of creating or just listening
- **Best Music Creation App:** Apps that let users make their own music via the phone
- **Best Branded App:** Apps that incorporate a sponsor with music capabilities to promote both the sponsor’s message and highlight the music
- **Best Touring App:** App created in conjunction with a specific tour or festival

The deadline for all submissions is **July 30, 2010**, and finalists in each category will be announced on September 1, 2010. The winners will be revealed at Mobile Entertainment Live!: The Music App Summit on October 5, taking place in conjunction with the CTIA Enterprise & Applications™ fall show in San Francisco, CA.

To submit an app or for more information about the awards, please visit:
www.MobileEntertainmentLiveFall.com.

Mobile Entertainment Live!: The Music App Summit will also feature keynote presentations and panel sessions covering the business of investing in mobile apps, current tech trends such as the iPad, streaming vs. downloading on mobile phones and a roundtable discussion of music executives and artists outlining what has and has not worked so far. The moderated panels will each include Q&A opportunities with open feedback sessions with industry experts.

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About the Judges

MC Hammer

After 15 years in film, entertainment music and production, MC Hammer has spent the last ten years researching broadband, wireless, and mobile technology and its applications to rich media, premium content and Social Communities. Hammer brings both traditional and Social Media expertise into the public forum. Hammer was the keynote speaker for the Intel CEO conference in 2008 and spoke on Social Media at Harvard Business School in 2009. Hammer is a co-founder of Social Media destination Dancejam and Executive Producer and creator of "HammerTime" a new Real Life Family show on the A&E networks. Born Stanley Kirk Burrell in Oakland, California in 1962, Hammer synthesized the street sounds of African-American and pop culture earning the respect of his community and creating a global phenomenon with tours in Asia, Europe, Australia and Russia. Hammer pants, dance moves, glasses and haircut became pop culture staples. Winning a multitude of awards including three Grammy Awards, seven American Music Awards, The Peoples Choice Award, Image Award, the prestigious Billboard "Diamond Award" and the International Album of the Year validated Hammer's talent as a world-class entertainer. While commercially an enormous success, Hammer stayed close to his roots and was praised as a role model for youth for his community commitment and his, "Help The Children Foundation". Hammer was honored with "MC Hammer Days" in Oakland, Los Angeles and Fremont, California.

Daniel Klaus, Founder, AppFund

Mr. Klaus is an entrepreneur and investor in new media and technology companies. From April 2006 to the December 2009, Mr. Klaus has served as Chief Executive Officer of the online media company Music Nation, Inc. and Original Signal Recordings, a company he co-founded and led through three rounds of equity and institutional debt financings including Greylock Partners, Point Judith Capital, and LightHouse Capital Partners. Since 2001, Mr. Klaus has been the Chief Executive Officer and Founder of Fabric Group, LLC a media advisory firm with such clients as Goldman Sachs, Cheyne Capital, Institutional Venture Partners, Bertelsmann, and Yahoo! Inc., Music Match and Sony Pictures. Fabric is focused on assisting media companies launch technology services and work with content and rights holders such as record labels, music publishers and film studios. Prior to 2001, Mr. Klaus launched BrandFarm, an on-line incubator. BrandFarm launched 911 Gifts (Red Envelope) and Gold Violin. Mr. Klaus launched his career by founding Canadian based Passion Music Group, which was acquired by BMG Music in 1997. Mr. Klaus was named as one of the top 100 Internet executives in New York by Silicon Alley Insider, a leading Internet publication and has been featured in numerous national media publications and industry panels.

Patrick Mork, VP Marketing, GetJar

Patrick joined GetJar in 2008 as CMO of marketing and member of the executive team. His primary role at GetJar is to develop the company's overall marketing, branding, content and communications strategy. Patrick has been in the mobile content space since 2004 first at mobile games publisher I-play then subsequently at glu mobile. Prior to joining GetJar, Patrick was Marketing Director Europe at glu where he built up the company's marketing team and was a key part of the European management team that helped take the company public on the NASDAQ in March 2007. With 15 years of marketing experience at leading companies such as PepsiCo and Diamondcluster, Patrick has worked in large multinationals and venture-backed start-ups in marketing, sales and general management. Patrick holds an MBA from INSEAD and a BS from Georgetown University.

Ian Rogers, CEO, Topspin

Ian Rogers, CEO of Topspin, is a music and technology industry veteran with roots in defining the way artists and consumers promote and experience digital media online. Rogers has been building digital media applications since 1992. He created one of the first music-related Web sites and built many of the original promotional sites for the music and movie industries. Prior to joining Topspin, Rogers was Vice President of Video and Media Applications at Yahoo!, where he oversaw the strategy for products and services, including the Web-based Yahoo! Media Player and the Web services which powered Yahoo! Music Video applications on sites including Facebook and Bebo. While at Yahoo!, Rogers also served as Director, VP of Product Development, and General Manager for Yahoo! Music, overseeing the development of the world's #1 Music Web site, Music.Yahoo.com as well as LAUNCHcast radio and the Yahoo! Music Unlimited subscription service. Before joining Yahoo!, Rogers was founder, president and CTO of Mediocode, a media software developer which was acquired by Yahoo! in 2003. He was CTO at rVision, one of the first Web design firms until 1998, then was part of Nullsoft, an early leader in the digital music revolution and makers of Winamp, SHOUTcast, and Gnutella. Rogers was the President of New Media for the Beastie Boys' record label and lifestyle brand Grand Royal, where he was responsible for the first same day digital/physical album release.

Ralph Simon, CEO, The Mobilium Advisory Group

Ralph Simon is regarded as one of the founders of the modern mobile entertainment industry. He heads the London-based Mobilium International Advisory Group, which provides high-level strategic advice and guidance to mobile handset makers, telco operators, technology companies, media companies, movie studio & TV networks, global music artists and brands, ad agency groups, and platform providers around the world. He is the founder of the influential Mobile Entertainment Forum – Americas (MEF), the global voice of the international mobile entertainment industry. As Chairman Emeritus he also works on raising global industry standards and mobile revenue opportunity. Prior to his leadership in the mobile entertainment industry, Simon co-founded the independent Zomba Group of music companies (and record label, Jive Records) in London in the 1970s, building it into the music industry's leading independent music company. In the mid-90s, he came to the USA as Executive Vice President of Capitol Records and Blue Note Records in Hollywood and started EMI Music's global New Media division in the early 90's.

Eliot Van Buskirk, Staff Writer, Wired

Eliot Van Buskirk has covered digital music and other disruptive technologies for over a decade for Wired.com, CNET, and as a freelancer. The author of two books (Burning Down the House: Ripping, Recording, Remixing and More and an iPod book, both for McGraw-Hill), he's a regular on NPR. Van Buskirk's latest works can usually be found via twitter.com/listeningpost. He plays the bass and rides a bicycle.

About Billboard

Now in its 116th year, Billboard is the world's premier music brand consisting of Billboard magazine, Billboard Events and Billboard.com - the online destination of choice for millions of music fans. The Billboard brand is built on its exclusive charts and unrivaled reporting on the latest news, issues and trends across all genres of music. The brand is owned by e5 Global Media, and reaches tens of millions of consumers daily through many strategic relationships with major companies, including Reuters, SanDisk, Telemundo, Ticketmaster, Microsoft Zune, Napster, MTV, GTech, Virgin Mobile, AT&T, Sony Music Entertainment and Amazon. These relationships leverage Billboard's brand recognition, proprietary chart data and information resources to develop products, live events and print, television, radio, digital and mobile platforms.

About e5 Global Media

e5 Global Media is a diversified company with leading assets in the media and entertainment arenas, including: Music (Billboard and its related conferences and events, including The Billboard Latin Music Awards), Film (The Hollywood Reporter, Backstage, ShoWest, ShowEast, Cineasia, and Cinema Expo International); and Advertising & Marketing (Adweek, Mediaweek, Brandweek, Adweek Conferences, and The Clio Awards).

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