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HearItFirst.com Partners with FrontGate Media for Exclusive Development of Artist Promotions, Sponsorships & Advertising Opportunities

(San Juan Capistrano, Calif. – Aug. 11, 2008) FrontGate Media, one of the largest family and faith-based consumer audiences available through Internet and event media (www.FrontGateMedia.com), today announces an exclusive agreement to create and coordinate promotions and sponsorships as well as to debut email and online advertising for HearItFirst.com (www.HearItFirst.com), the definitive online Christian music community for fans wanting exclusive in-depth access to artists.

The average HearItFirst.com member is within the ages of 13 and 45, with females comprising 65%. In addition, 40% of its current membership have stated that HearItFirst.com is influencing their entertainment choices. FrontGate Media and HearItFirst.com will be announcing new editorial, video, advertorial and sponsored promotional options in coming weeks. In addition, for the first time, marketers will be able to reach this audience via email and online advertisements.

HearItFirst.com, recently acquired from EMI Christian Music Group (EMI CMG) by Spinnaker Media LLC, continues to grow, surpassing 180,000 members through its site, which receives more than 500,000 visits per month and generates in excess of 1.4 million monthly page views. The site serves as host to Christian music's most in-depth information, audio, and video connecting fans to the artists they love. Among member benefits are free music downloads, weekly newsletters, early viewing of upcoming music videos, artist interviews updated daily, and behind-the-scenes footage from live events. The site also maintains an entire channel devoted solely to the latest in indie music. Most recently, HearItFirst.com hosted Third Day with a site take-over promotion in advance of the band's appearance on "The Tonight Show with Jay Leno." The band went on to debut at No. 6 on *Billboard's* Top 200 albums chart as the nation's best-selling debut that week.

Hear It First President and Founder Mark Adkison comments, "We're very pleased that FrontGate Media is on board to help usher in this next phase for Hear It First. We look forward to working with their network of publishers and advertisers to create great reach to and value for our membership."

"HearItFirst.com is simply a must-have for labels and artists, and clearly meets our value-driven criteria for membership in the FrontGate Media family," says Scott A. Shuford, Founder/CEO of FrontGate Media. "As the exclusive source for music labels and artists to create their promotions on HearItFirst.com, we look forward to being the first stop for anyone desiring to reach the online Christian music consumer."

About FrontGate® Media

FrontGate Media serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers in the Christian market segments exemplified by projects like Mel Gibson's *The Passion* or Rick Warren's *Purpose Driven Life*. Serving as the "Gateway to the Christian Audience" since 2002, FrontGate Media manages an exclusive, hand-picked media family, customizing and deploying promotional campaigns that connect companies directly to family and faith-based consumers through one of the largest online and event media audiences available. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more. Additional information about FrontGate Media can be found online at www.FrontGateMedia.com or by calling 949-429-1000.