



FrontGateSM

Your Gateway to the Christian AudienceSM

press release

for immediate release

for more information, contact:

Anita Crawford at 615.353.9021

or anita@springboardentertainment.com

NEWRELEASETUESDAY.COM AIMS TO BECOME FANS' FIRST STOP FOR INFO ON NEW MUSIC THE DAY IT RELEASES

Site Features Extensive Info On New Releases, Weekly Podcast, Exclusive Interviews And News

Laguna Hills, CA (May 18, 2006) – Updating the site on the same schedule that new music hits store shelves, **NewReleaseTuesday.com** is quickly becoming music fans' first choice in finding information on new projects from their favorite artists.

NewReleaseTuesday.com offers the most complete and up-to-date listing of upcoming releases from the major Christian record labels. The independent site also features exclusive artist interviews, commentary from a variety of columnists and the latest Christian music news.

Along with updating the website every Tuesday, NewReleaseTuesday.com also sends an HTML email newsletter highlighting the weekly new releases to their growing list of more than 10,250 subscribers.

Additionally, NRT professionally produces the weekly New Christian Music Podcast. Hosted by Bill Lurwick, each podcast introduces the biggest releases, features interviews with the artists and gives listeners an audio preview of the new music. With over 400 subscribers who automatically receive new shows through iTunes and Yahoo, the podcast has been growing rapidly since its debut. It consistently ranks in the top five percent of over 40,000 casts tracked on Feedburner.com and averages at least 5,500 downloads per month.

A condensed version of the weekly podcast is also produced specifically for radio stations. The 60 and 120 second formats allow stations to quickly update their listeners on what is new in Christian music for the week. Stations from around the world have signed on participate in the radio updates, with more signing on weekly.

"It has been incredible to see NewReleaseTuesday.com grow into a viable online resource for Christian music fans," says site owner, Kevin McNeese. "Our unique partnerships with numerous labels allow us to stay current and give fans access to the artists that are impacting their lives in incredible ways. It's an honor every day to be a part of what God is doing through Christian music and I can't wait to see what's around the corner."

According to the recently completed user survey, 40 percent of site's visitors visit the site every week, while the gender breakdown tilts slightly to the female audience with 52 percent female and 48 percent male. With dedicated fans like this these, the Christian music industry is taking note of the success of NewReleaseTuesday.com and viewing this independent site as a great way to keep music fans informed.

"I've been very pleased with the service and excellent results from our partnership with NewReleaseTuesday.com (NRT). We utilized an NRT dedicated HTML email in launching our Direct Effect program and received an outstanding 16.25% response." —*Joan Dyer, CCM Magazine*



1708 21st Avenue South #129 | Nashville, TN 37212 | [ph/fx] 615.353.9021 | anita@springboardentertainment.com
creative media, marketing & artist development solutions www.springboardentertainment.com

page 1 of 2

"NewReleaseTuesday.com is about designing creative campaigns that engage their audience and help provide awareness for our artists." —*Brian Peterson, Interactive Marketing, Provident Music Group/SONY BMG*

"We promoted five key releases through NRT's direct email and web site. The NRT package is a key element in our marketing campaigns." —*Annie Crandall, Marketing, Tooth & Nail / BEC*

Information about promotional partnerships with NewReleaseTuesday.com can be found online at www.frontgatemedia.com or by calling 949.206.9806. To express interest in participating in the weekly radio updates, please contact NewReleaseTuesday's Kevin McNeese at 208-871-9318 or info@newreleasetuesday.com.

#

About FrontGate® Media:

FrontGate® Media creates customized campaigns connecting organizations directly with their desired target audiences, saving time and money for companies with a desire to reach the Christian consumer through an exclusive family of market-leading emedia, print media and events in which every vehicle is a leader in reaching their audience. FrontGate® Media serves as "Your Gateway to the Christian Audiences_{SM}."

*Additional information about **FrontGate® Media** and services the company provides, as well as information about promotion through NewReleaseTuesday.com can be found online at www.frontgatemedia.com or by calling 949.206.9806.*

