

BRITISH BANDS GET SET TO INVADE EUROPE

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Unsigned bands of Britain are given the chance of a lifetime thanks to BeSonic and MTV

The race is on to find an unsigned European band to play at 'Rock am Ring', the German equivalent of Glastonbury.

BeSonic, the website that champions unsigned bands, and MTV Germany are challenging British bands to prove they are still the best in Europe. This great new competition will be just like the Eurovision song contest but with two major differences - the music won't be rubbish and Britain can enter as many songs as it likes. Winners of the competition will also have their song played on MTV, and will receive an extravagant studio-production session.

'MTV Unsigned' is an initiative to get unsigned bands the exposure they need. The MTV presenters will introduce and explain 'Unsigned', and invite participation on a number of their shows, including: MTV webchart, Select MTV, HOT@MTV and chart shows such as Hitlist Germany, European Top 20, US Top 20 UK Charts and Dancefloor charts.

Jason Franklin-Stokes, President of Business Development at BeSonic said "The MTV unsigned competition is the start of an exciting new partnership between MTV and BeSonic.com, which takes the opportunities for international success for young talented musicians to a completely new level. The true potential of the Internet will be combined with the massive viewing audience of MTV Europe."

"BeSonic.com is an outstanding partner for MTV, one which shares our vision" said Christiane zu Salm, MTV Managing Director. "The World Wide Web offers the entire music industry a great chance to search for new talents".

Entering the competition is easy. Right now bands can upload their MP3 file, biography and photo at <http://www.besonic.com/coops/mtv/registration> . Of course those that have already registered their tracks on Besonic.com can participate via the same site - they simply need to confirm they are already registered and give the name of the artist and song.

Out of all the competitors, the best five acts will be selected by MTV and BeSonic and then presented by 'MTV Unsigned'. From the 25th April, viewers will then be able to register their absolute favourite at <http://www.mtvhome.de/unsigned> and the winner will be presented both on the MTV Unsigned web-site and live on MTV Germany.

BeSonic wishes you the best of British luck.

BeSonic AG, provider of the community-centric online music marketplace BeSonic.com, was founded in 1999. The company is presently the fastest growing European content pool of legal music in MP3 format, operating a unique highly scaleable, multi-lingual technology. Features include a radio with customisable

play lists, download charts, local calendars with private & public events, yellow pages, mailing lists, band homepages, forums and other tools for dense community interaction. Content and service are currently maintained in English, German, Spanish, French and Italian language. An e-commerce platform for customisable CDs is currently being set up.

BeSonic.com partners with numerous major and independent music industry partners, pan-European and national portal sites and TV stations.

[Http://www.besonic.com](http://www.besonic.com)

For more information, please contact:

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