



## Rhapsody Taps Network of Partners to Drive Exposure for The Fray

### Rhapsody cross-platform ad campaigns, sweepstakes and concert with Epic Records and several MTV Networks channels including VH1 boost visibility for The Fray's sophomore album

**SEATTLE - February 2, 2009** - Rhapsody®, the leading on-demand digital music subscription service, has teamed with GRAMMY award-nominated band The Fray - leveraging the full power of Rhapsody's network of marketing partnerships to promote the band's upcoming self-titled album, available Feb. 3 from [www.rhapsody.com/thefray](http://www.rhapsody.com/thefray). Rhapsody is implementing a major consumer marketing campaign around The Fray's new album with VH1 ad campaigns, integrated Web marketing and a live "Rhapsody Rocks" concert in New York City, attended by the winner of a sweepstakes presented by Rhapsody and VH1.

"Breaking through the collective music industry noise is a big challenge for artists, and Rhapsody's in a unique position to increase artists' exposure via cross-platform promotions with major partners such as VH1 as well as our own assets including Rhapsody Rocks events and exclusives on Rhapsody.com," said Neil Smith, vice president of business management for Rhapsody America. "We've worked with a wide variety of artists on promotional campaigns - from household names like Kid Rock and T-Pain to rising stars such as Sara Bareilles - and have been able to take advantage of our many partnerships to drive success for artists."

#### New Artist-Based Ad Campaigns with VH1

Similar to the Rhapsody, VH1 and Epic Records collaboration that helped put Sara Bareilles on the charts, Rhapsody is putting a significant amount of media weight behind promoting The Fray - with a dedicated online ad and tailored TV ad campaign about the availability of The Fray's new album. Two separate TV ads are running primarily on VH1, MTV, COMEDY CENTRAL and Spike, and promote the sweepstakes and four Rhapsody-exclusive live tracks recorded at the 9:30 Club in Washington, D.C., on Jan. 16 - including "How To Save A Life," "Say When," "We Build Then We Break" and "Happiness." These tracks will be available on [www.rhapsody.com/thefray](http://www.rhapsody.com/thefray).

#### Rhapsody Rocks New York, The Fray

The Rhapsody Rocks concert series is hosting The Fray's sold-out performance at Webster Hall in New York on Feb. 4 and has arranged for the concert to be broadcast in high definition on Palladia, MTV Networks' HD music TV network, on Valentine's Day and throughout the coming months. The concert will be available On Demand on [Rhapsody.com](http://Rhapsody.com).

#### VH1 & Rhapsody Superfan Sweepstakes

Rhapsody, VH1 and Epic Records joined forces to host the ultimate fan sweepstakes for The Fray. Rhapsody and VH1 promoted the contest across their platforms, with original TV and online ads to raise visibility for both the sweepstakes and an exclusive track from the new album, "Say When." One lucky sweepstakes winner and a guest will attend the Rhapsody Rocks The Fray show on Feb. 4 in New York, meet the band, and win a Rhapsody-optimized Logitech Squeezebox™ Boom with a one-year paid subscription to Rhapsody.

#### For More Information (Press Only)

Ryan Luckin  
RealNetworks  
206-892-6330  
[rluckin@real.com](mailto:rluckin@real.com)

#### ABOUT RHAPSODY

Rhapsody® offers an integrated and immersive digital music experience accessible to consumers via their computer, portable music device and soon their mobile phone. Rhapsody is the exclusive digital music service for RealNetworks®, Inc. and for MTV Networks' music and pop-culture brands in the United States. Rhapsody is a service of Rhapsody America LLC, a joint venture between and MTV Networks, a unit of Viacom (NYSE:VIA) (NYSE:VIA.B) and RealNetworks (Nasdaq RNWK).

#### ABOUT REALNETWORKS

RealNetworks, Inc. delivers digital entertainment services to consumers via PC, portable music player, home entertainment system or mobile phone. Real created the streaming media category in 1995 and has continued to lead the market with pioneering products and services, including: RealPlayer®, the first mainstream media player to enable one-click downloading and recording of Internet video; the award-winning Rhapsody® digital music service, which delivers more than 1 billion songs per year; RealArcade®, one of the largest casual games destinations on the Web; and a variety of mobile entertainment services, such as ringback tones, offered to consumers through leading wireless carriers around the world. RealNetworks'

corporate information is located at [www.realnetworks.com/company](http://www.realnetworks.com/company).