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Resort Records® Inc.

Press Release

Rigel 7 beams techno music onto the Internet with stellar results.

Yahoo recognizes Rigel 7 with "Weekly Picks" award as thousands flock to this oddball 'Net experience "from outer space."

Lake Tahoe, November 20, 1997: Musical artist Rigel 7 receives a sixth award for Internet design excellence and rockets "The Dance Planet's" techno music from absolute anonymity to global attraction in three weeks. Resort Records Inc. president & CEO, Dave Delbridge (alias "Rigel 7") credits "elaborate nonsense" for success with Internet audiences. With over 2000 visitors per day, their strategy appears to be working.

Promoting Music on the Internet: Resort Records takes their nonsense very seriously. Company research of Internet habits revealed "silliness" to be a top attraction for Internet surfers, second only to pornography. Rigel 7 paints their stylish reverence for retro science-fiction, *a la Star Trek & X-Files*, onto popular Internet distractions – musical greeting cards; a Star Trek trivia quiz; and random techno band name generator. Statistics verify that visitors come for the fun, but are then unwittingly exposed to Rigel's music. Many become instant fans.

"...and that's why we dig Rigel 7. You can kick back with some electronica, groove on the eye candy, and mess around with the Trekno Quiz." - Yahoo.

The Rigel 7 web site is available on the Internet at www.resortrex.com/rigel7/.

Company Backgrounder: Resort Records Inc. is an independent music recording label based in Lake Tahoe, Nevada. The company employs digital technologies to produce, promote and distribute music worldwide. Company co-founder Dave Delbridge is a certified Microsoft networking products specialist. Wife, Linda Delbridge is an 18-year veteran of IBM Corp. Together, they operate all functions of their "indie" music label from home – including digital recording studio and Internet servers.

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