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# Press Release

## Resort Records Launches Internet Affiliate Program First of It's Kind, Company Promotes MP3's Commercial Potential

Lake Tahoe, August 9, 1999: Resort Records launches the music industry's first affiliate program to promote sales of downloadable music. The program promises to boost the company's Internet presence while promoting the emerging downloadable music retail sector.

**The Affiliate Program:** Under the terms of the company's affiliate program, members earn commissions of ten percent from sales referred to the company's online store. Affiliates initiate referrals through links from their own web sites to Resort's home page, individual artist pages, musical genres, or individual products, including downloadable music (of the MP3 variety), videos, CDs, cassettes, clothing and other music-related merchandise.

Membership applications are available at <http://www.resortrecords.com/Affiliates.cfm>.

**Promoting Downloadable Music Retail:** Resort Records aims to kickstart the new downloadable music retail sector. Company President and CEO, David M. Delbridge suggests, "The popular misconception among music fans is that all Internet music – especially MP3s – are free; a myth perpetuated by independent recording labels and artists who treat downloadable music as a purely promotional medium – a means to CD and cassette sales. Consequently, consumers resent paying for MP3s when the Internet is awash in free MP3 music. I call this 'MPfree' syndrome. We hope to dispel this myth by sharing profits from downloadable music sales with artists, labels and consumers. Given the popularity of Internet affiliate programs, word should spread quickly that MP3 retail is hot business."

Resort Records is located on the Internet at [www.resortrecords.com](http://www.resortrecords.com).

**Company Background:** Resort Records Inc. is an independent music recording label headquartered in Lake Tahoe, Nevada. Conceived in 1994 from a visionary "all-Internet" paradigm, the company operates a virtual organization and state-of-the-art technology to achieve zero-inventory, point-to-point music retail.

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