



American Association
of Independent Music



ASSOCIATION OF
INDEPENDENT MUSIC

A2IM AND AIM ANNOUNCE COLLABORATION

A new collaboration between A2IM and AIM will soon allow AIM members access to a range of online resources produced by A2IM, focused on the US market and US music business issues. Likewise, A2IM members will receive AIM information which will help its members to better understand the U.K. and European markets.

While both organisations are members of the Worldwide Independent Music Network (WIN), this new reciprocal arrangement between A2IM and AIM will for the first time allow each organisation to share a collection of online resources with members of the other association, including: 'How To' guides, contact directories, legal and business affairs journals, and event videos, among others.

The additional resources will allow members of each organisation to gain a greater understanding and foothold across the pond.

AIM Chairman and CEO Alison Wenham states: "Knowledge is power in business, and having access to market information and relevant industry contacts is vital. This collaboration between AIM and A2IM will allow members of both to increase their knowledge, contacts and understanding of the market across the pond."

A2IM President Rich Bengloff states: "Generic member education is one of A2IM's highest priorities to ensure our members operate their companies using the best possible economic plan. The music market is truly a world market and that fact must remain a music label's focus. We all must remain engaged with all of our international friends and continue to work together, as we will at the WIN think tank in New York City later this month."

Both groups are currently exploring further opportunities for collaboration, and hope to develop similar partnerships with other members of WIN, allowing independents to share market information and business resources on a global scale.

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About A2IM:

Launched on July 4th, 2005 to represent the needs of the U.S. independent music community, this year the American Association of Independent Music (A2IM) will celebrate its fourth anniversary as the sector's pre-eminent advocacy group and trade organization. Currently, the organization counts over 225 music label members and 100 associate members (companies who don't own masters but rely upon, provide services for, or otherwise support independent music labels).

A2IM is a not-for-profit trade organization serving the independent music

community as a unified voice representing a sector that comprises over 30% of the music industry's market share in the United States (and 38% of SoundScan digital sales) and 40% of webcasting radio audience impressions. A2IM represents the independents' interests in the marketplace, in the media, on Capitol Hill, and as part of the global music community. A2IM is headquartered in New York City.

The organization's board of directors is comprised of the following: Concord Music Group President Glen Barros; The Beggars Group CEO Lesley Bleakley; Wind-up Records COO Jim Cooperman; Razor & Tie Executive Vice President Dan Hoffman; Alligator Records Founder President Bruce Iglauer; Roadrunner Records Executive Vice President Douglas Keogh; Bar/None owner Glenn Morrow; Lookout Records co-owner Molly Neuman; Kill Rock Stars President Portia Sabin; Tommy Boy Records Entertainment founder and CEO Tom Silverman; Amaechi Uzoigwe A2IM Board Chair and co-founder Definitive Jux.

For more information, or to become a member, please visit www.A2IM.org or contact Jennifer Masset (Director Membership Services, jen@a2im.org), Jim Mahoney (Vice President, jim@a2im.org), or Rich Bengloff (President, rich@a2im.org) at 212 999 6113.

For press information on A2IM, please contact Nick Bailly [nbailly@shorefire.com] or Chris Chafin [CChafin@shorefire.com] at Shore Fire Media, 718.522.7171.

About AIM

AIM is a not-for-profit trade body established in 1999 to represent the UK independent music industry. Now in its 10th year, AIM acts for over 90% of the independent market, with over 800 members from small start-ups to the largest and most respected independents in the world. AIM promotes this exciting and diverse sector globally, leveraging the sector's power as a fifth major to enable its members to grow, grasp new opportunities and break into new markets.

AIM oversees an independent sector whose artists have claimed four Mercury Music Prizes in a row (2003 – 2006) and earned two thirds of all nominations between 2005 and 2008. Artists signed to UK Independents also scooped a quarter of all available prizes at the 2008 Brit Awards, with an independent-signed act grabbing "Best British Group" for the fourth year running. This confirms the sector's undoubted lead in A&R.

The independent sector regularly accounts for 30% of all UK artist album awards (silver, gold, platinum/multi-platinum). In 2008, independent albums made up over half of the fifty "best albums of the year" according to the UK music press, and independents claimed five of the top ten releases.

Artists signed to AIM member labels include: Adele, Amadou & Miriam, Arctic Monkeys, Basement Jaxx, Battles, Bjork, Bloc Party, Bon Iver, Coldcut, Enter Shikari, Franz Ferdinand, Infadels, Jack Penate, Jarvis Cocker, Jay Sean, Jose Gonzalez, Justice, Katie Melua, M.I.A., Maximo Park, Mr. Scruff, Nitin Sawhney, Radiohead, Reverend And The Makers, Rodrigo Y Gabriela, Roots Manuva, Royksopp, Seasick Steve, Sufjan Stevens, Super Furry Animals, The Cribs, The Futureheads, The Prodigy, The Raconteurs, The Strokes, The White Stripes, Vampire Weekend and thousands of others. www.musicindie.com