

# RockAffairs launches 'New Deal' for Unsigned Artists

## Website allows unsigned artists to sell music for free and keep 100% of their profits.

LONDON—August 23, 2008—RockAffairs® today announced the official launch of <http://rockaffairs.com> - a website which allows unsigned artists to sell their music for free, and keep 100% of the profit.

Brainchild of social networking guru, Sarah Eaglesfield, the start-up funding for the project was provided by Andy Taylor (ex Duran Duran). Over 100 bands have already registered for the website, which opened for beta testing in March this year, and RockAffairs currently receives around 10,000 unique visitors a month without any advertising or promotion.

"The RockAffairs business model gives unsigned bands the fundamental seed money they need to carry on being a band," Eaglesfield said. "The A&R coffers have run dry, and the majors need a wake-up call – RockAffairs has the potential to turn the industry upside down."

Artists who sign up to RockAffairs get 25mb of disk space to create their online store, approximately enough to promote and sell 4 songs. Upgrades start from £3.99 a year, and there is no upper limit on the amount of songs an artist can sell.

The website also boasts a profit share scheme, where 100% of the income from listener sign-ups is shared with the registered bands.

"When listeners subscribe to RockAffairs, every penny goes back to the artists on the website," Eaglesfield said. "Fans are directly helping the bands they follow to make the music they love to hear."

The website can currently cater for 2,000 bands, but the RockAffairs site will expand its capabilities as it grows more popular and successful.

"We don't want to grow too big too fast," Eaglesfield said. "We want to be able to stand back and make sure we're still providing quality of service to our bands and our listeners before moving forward. Then, when we're certain we're offering them what they need, we'll expand again."

**ENDS**

### FOR FURTHER INFORMATION:

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