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FOR IMMEDIATE RELEASE

Slicethepie Artists to Perform at Fractional Life Expo 2009

After a successful contribution to Fractional Life Expo 2008, Slicethepie are delighted to be working with <http://www.fractionallife.com> with the Fractional Life Expo 2009, providing live music performances from a selection of their financed artists across the 3 day event, and offering some exciting investment opportunities to attendees.

Slicethepie (www.slicethepie.com) is the leading online financing platform for the music industry that enables new and established recording artists to raise money directly from fans and investors.

Since its launch in June 2007, over 3 million music reviews have been submitted on Slicethepie and over 20 artists have been financed. These artists are all trading on the first ever music Trading Exchange where users can speculate on the number of albums and singles an artist will sell over a 2 year period, by trading Contracts. In addition, over 30 artists are currently raising finance on the site.

In the past year Slicethepie has developed massively and in January 2009, it launched a sister site, SoundOut. SoundOut (www.soundout.com) provides new and established artists, managers, record labels and publishers groundbreaking online consumer insight and analytics reports, with detailed and objective information on any music track - a first for the music industry. So, rather than rely on the biased opinion of friends and relatives, bands and artists can now get impartial, accurate and immediate feedback on their music.

Following the launch of SoundOut, Slicethepie secured over £1m in equity funding from a number of private investors - a reversal of the current trend that has seen investors shying away from new music ventures.

With recent partnerships with global brands such as social network Bebo and Samsung, Slicethepie goes from strength to strength.

CEO David Courtier-Dutton commented:

“We share a similar concept to that of Fractional Life, allowing all users fractional ownership and asset sharing of dynamic new music. Slicethepie democratises the current industry model, enabling fans, artists and investors alike to discover new music and make money together”.

ENDS

Notes To Editors

Fractional Life

Fractional Life is the number one consumer lifestyle brand dedicated to growing the fractional ownership marketplace. The company has 3 divisions: interactive, fractional conferences and exhibitions , and publishing.

Slicethepie

Slicethepie.com is a music website where funding is raised by the site’s users, who can then become investors by signing a piece of an artist to their own label and sharing in the financial success of single and album sales

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