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LEADING PROVIDER OF STREET TEAM AND PROMOTIONS SOLUTIONS ADOPTS WIDGETS TO DRIVE GROWTH ON SOCIAL NETWORKS

Fancorps integrates Gyidget into its Cutting-Edge Street Team Platform Used by Leading Labels

San Francisco, CA, May 14, 2008 – Gyidget, the social marketing platform that allows bands to connect with their audiences on social networking and fan-based Web sites today announced that Fancorps has integrated Gyidget into its street team management software solution.

“We are excited to offer gydgets to the hundreds of bands who use our solution to manage and organize their street teams,” said G.I Sanders, co-founder of Fancorps. “Gyidget is a natural extension of our Web 2.0 community and allows bands to naturally reach passionate fans and friends of fans across all social networks.”

The custom solution developed by Gyidget dynamically generates viral fan widgets, or gydgets, for each street team, based on XML feeds already being used by Fancorps. Street team leaders can further customize the gydgets and then drive the street team army to adopt the widget by adding it to their personal pages.

“It’s my job to make sure that we take advantage of the best social marketing solutions to grow our bands’ exposure,” said Lisa Linder, Senior Director for Mobile, Digital and Online Strategy for Universal Motown Republic Group. “We were early adopters of Fancorps and when I saw Gyidget for the first time, I knew there was potential for a great integration so I had them meet. The results are powerful. Our street teams will be even more effective now that street team news, team updates and event information is being distributed through the gydgets.”

“We have been using both Gydget and Fancorps very successfully for many months,” said Frank Hill, manager of Fair to Midland. “Fancorps excels at getting our fans to take action and Gydget provides a great communication platform for staying in touch with fans all over the web and reaching new audiences. All bands using the integrated solution will benefit from increased exposure and more points of sale for merchandise, tickets and music.”

“We are seeing bands that use gydgets more than double their exposure on MySpace and other social networking sites,” said Gerardo Capiel, CEO of Gydget. “Bands that use Fancorps already understand the power their fans have in extending their reach. Gydget adds a complementary viral marketing layer to the solution and extends bands’ reach to friends of fans across all social networks.”

Just seven months after launch, Gydget has more than 1,000 major recording artists and thousands of indie bands actively using its solution to reach fans. As a result, more than one million consumers see gydgets every day. In addition to Sony BMG, Universal Music Group, Warner Music Group and EMI, customers include leading promoters such as AEG Live and C3 Presents and distributors such as The Orchard and IRIS Distribution.

About Gydget

Gydget provides a social marketing platform that allows music groups, sports teams, non-profits and other organizations to reach their audiences on social networking and fan-based Web sites. Gydgets, the company's groundbreaking viral fan widgets, make it easy for promoters and bands to share event dates, box-office and merchandise links, music, news, videos and other information directly with fans and their friends. With a single mouse click, users can add the gydgets to their personal profile pages, blogs and web sites. Gydget technology is used by many of the world's leading entertainers and sports teams including Beyoncé, Gwen Stefani, The Police, The National Hockey League and the Oakland Raiders. Visit www.gydget.com for more information.

About Fancorps

Utilizing the best in Web 2.0 features, Fancorps provides countless communication tools for an artist, label, manager, or company to

effectively organize and manage a street team. The system is built for brands big and small, it is a hands on approach to street marketing and viral promotion that takes the relationship with the consumer or fan to a new level. Visit www.fancorps.com for more information.

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