

# NexTune brings mood based playlisting to the Web - Move Over Genius



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**Press Release Summary: Seattle based NexTune launches new social music web site featuring instant online playlisting and full streaming audio.**

Press Release Body: Seattle, WA September 23, 2008 - The unique **NexTune** difference includes its exclusive **MoodMaker™** and **SmartMix™** technology allowing members to instantly create and listen to full streaming customized playlists online. When combined with **NexTune's** desk top software called Nexus, members can share their customized listening experiences with other members of the NexTune community.

Members can easily create **MoodMaker™** playlists by selecting the mood and genre of the music they want or with NexTune's **SmartMix™**, members can enter one or more of their favorite artists. With either of these online playlist tools NexTune's proprietary technology compiles a list of similar songs and artists. Unlike other playlist technologies, NexTune goes the full distance by arranging the songs into a flow based on tempo and music style to create a listening experience that rivals any playlist technology currently available online or otherwise.

NexTune's Social Network website is robust and full featured. Members can populate their online profile with their **SmartMix™** or **MoodMaker™** playlists plus they can upload any of their iTunes or MediaPlayer playlists. NexTune provides a high degree of social interaction by letting its members send songs and playlists to members

inside the NexTune community and to their friends who are not yet NexTune members.

Upon entering **NexTune.com** you are immersed in a unique and powerful music experience. NexTune offers its members full streaming of millions of songs and is tightly integrated with the AmazonMP3 store for users to download and purchase DRM free versions of the songs featured on the site.

**Michael DuKane, president of NexTune** describes the **NexTune** experience, *"We wanted to create an ideal online environment where users can discover new music experiences, share these music experiences and more importantly own the experience through the legal purchase of DRM free digital music. Similar to a traditional music store where users can listen to new music, learn about new artists and then make informed purchases, we strived to create a dynamic music environment that promotes the sale of digital music. We chose to align NexTune with AmazonMP3 because we believe we offer our users an enhanced Amazon music experience. Our PowerSearch song locator gives our users the ability to find songs within the Amazon MP3 store by genre, tempo, mood, vocals, music style and music era."*

**NexTune** celebrates its launch with a promotion that rewards its members with cash prizes based on activities completed within the community. **NexTune** is lining up artists and bands that have expressed interest in creating custom profile pages and promote their new releases. Anyone can join for free and begin uploading and downloading playlists within seconds.

**About NexTune, Inc.** - NexTune, Inc. is a music software company leveraging computer technology to improve the personal music experience. NexTune's flagship software, Nexus provides music consumers with a complete music management, playlisting, and music programming experience. The NexTune Music Network is a social music web site where its members socialize with other music enthusiasts in an interactive, online environment of personal profiles, photos and music.

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