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April 10, 2007

**L.A. ROCKOFF 2007: ONLINE INDEPENDENT RECORD LABEL ZOOMOOZIK.COM TEAMS
UP WITH RED DRAGON STUDIOS
AND THE ROCKIT NEWSPAPER TO OFFER ONE UNSIGNED BAND THE CHANCE
TO LAUNCH THEIR CAREER**

Zoomoozik, the world's first online, digital record label, is joining forces with Red Dragon Studios and Los Angeles' own The RockIt, to launch **L.A. ROCKOFF 2007**, searching for the next rock innovators. **L.A. ROCKOFF 2007** is a talent competition among 500 unsigned artists, registered on Zoomoozik.com, to earn an opportunity to make their mark in the music industry.

THE WINNER of L.A. ROCKOFF 2007 RECEIVES:

- Seven nights stay in Los Angeles, including flights and transportation
- Free studio session at the world famous Red Dragon Studios
- A live performance at Red Dragon Studios on Hollywood's Sunset Blvd.
- Feature coverage and three months full page advertising in The RockIt.
- The full promotional support of The RockIt and ZooMooZik.com

Zoomoozik comes along at a time when the music business is a cutthroat jungle, providing a level playing field with state-of-the-art technology, a place for unsigned bands and artists to have their own online guide and record label to help them develop their careers in the music industry by selling MP3 downloads and ringtones within an online music community.

"We're unique among online music companies because we're a real label focused on the success of our artists," says CEO Steve Strauss. "We're different because we're 100% digital and 100% online, which enables us to service an unlimited amount of artists around the world. This is the future of the music business."

"It's refreshing to see a company like Zoomoozik come along with a new approach to the dying recording industry and who actually care about developing bands from the ground up," says The RockIt Publisher Rory Rogers. "Everyone at The RockIt is excited to be on board to move this competition forward."

Created by a wide-ranging group, Zoomoozik features several veterans of the music business, including a publishing/copyright solicitor, several talent executive, promoters, web programmers and graphic designers along with experts in direct online marketing, building data bases and simply "putting businesses together and getting them launched."

The latter was the task of Michael Scharf, Chief Operating Officer, a direct marketing whiz who helped put together the first Internet loan system while at TRW, and his partner, Chairman/CEO/Director Stephen Strauss, another expert in the area of incubating new businesses with a career that included opening the initial House of Blues in L.A. as General Manager, going on to become Senior Vice President for Billboard Live and running his own Chilmark Entertainment Company.

Along with another TRW veteran, Guy Connor, whose specialties include direct response marketing and date bases, the three music fans set out to create a place for musicians to sell

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their music and ring tones, to learn about the ins and outs of fending for themselves within a supportive, hip environment which can nurture their careers, a transparent alternative to the fading major label dinosaur. Strauss, a true believer in the House of Blues' original "All Are One" philosophy who left the company when he felt the company betrayed that goal, shares a similar idealism with his Zoomoozik partners.

"The Internet has been like steroids for the direct response business," says Connor. "This company will revolutionize the music business. It will give everybody an even playing field, offer online support and teach them the rudiments of the record business. It provides musicians with an economical platform to promote and sell their wares. The music industry hasn't interfaced well with the digital model to this point. The powers-that-be never embraced what was happening in the online world. They fought it tooth and nail instead of letting it gestate and grow organically. We're ready to change all that."

"There are 8 million bands on the planet, 10,000 with record deals," concludes Scharf. "Our goal is the other 7,990,000. We are offering every band out there the potential of worldwide distribution."

For more information on **L.A. ROCKOFF 2007**, check out:
ZooMooZik.com/LARockOff2007 AND TheRockItNews.com

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