

the music search engine & internet jukebox



News Release

For Immediate Release

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## **Sharing Music with Your Friends Online Just Got Easier (and Better)**

**Chicago, 4 March 2008:** Songza, the music search & listening site, took another step forward today in its quest to let people listen to any song, anywhere, with the introduction of its free account/friend feature. Users can create an account for free, which enables them to save playlists that can be accessed from any computer, as well as share those playlists with their friends. Registered users also can create a custom profile page featuring an image, brief blurb, and their playlist.

“Our users have actually been clamoring for this . . . well, e-clamoring, technically” said Songza president Scott Robbin. “We’ve heard from a lot of excited users who are anxious to save and share playlists, so we think this is a great improvement for them. Part of the joy of music is in the sharing, and constructing a great sequence of songs for your friends to hear. With these new features, as well as our new Twitter component, we’re really enabling that social component for music lovers.”

The “Twitter component” is the recently introduced option to share any song from Songza via social-networking service Twitter; recipients get a link that they can use to immediately to listen to the same song the sender is enjoying. “We’re building the kinds of features that we want as users, not as business people,” explains Nicholas Markos, Songza VP of Marketing. “Our whole emphasis is, ‘How do I like to listen to music? What would make that experience ideal for me?’ And aside from things like, ‘having Mandy Moore on the couch with me while I’m listening,’ we’re making those things happen.”

In addition to the new developments, Songza has been racking up the accolades of late, being nominated for the Best Music Site award from SXSW Interactive, CNET’s Webware 100, and a TechCrunch “Crunchie” award for best music site.

### **About Songza.com**

Songza is a music search engine and Internet jukebox that allows users to find and listen immediately to any song on the Web. Users can share songs with friends through e-mail, create links to songs, and add an embedded player to their own website or blog. Founded in 2007 by 23-year-old Aza Raskin (the president of Chicago-based software company Humanized, Inc., and Head of User Experience at Mozilla Labs), Songza generated more than 1.2 million page views and 4.3 million songs played in its first month, as well as coverage by hundreds of bloggers and online news outlets.