NEWS RELEASE

Alternative Distribution Alliance (ADA) to Host 'Declaration of Independence' Conference in Philadelphia; June 14-16

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First-ever gathering of ADA's leading independent labels will feature performances from Ted Leo + Pharmacists, matt pond PA, Yo La Tengo and others at the Trocadero

NEW YORK, June 6, 2006-In a first-of-its-kind event, Alternative Distribution Alliance (ADA), the No. 1 distributor of independent music in the U.S., will host a gathering of its family of labels in America's cradle of independence, Philadelphia, Pennsylvania, from June 14-16.

A meeting of more than 60 of the industry's leading independent labels, the "Declaration of Independence" conference is a forum designed to empower ADA's distributed labels with helpful background about the topics most relevant to them, such as online, mobile and satellite distribution, research and information gathering and street marketing.

The conference will also celebrate the continued success and longevity of ADA, which Newsweek recently dubbed, "...the darling of U.S. indie labels..." ADA is part of Warner Music Group.

The conference will culminate with a presentation from Wired magazine's, editor in chief, Chris Anderson, author of the influential article, "The Long Tail." Anderson believes that the culture and economy is shifting from a focus on a relatively small number of "hits" at the head of the demand curve and toward a huge number of niches in the tail of the demand curve.

ADA will also host "Indies Only," two nights of performances by some of the country's leading independent artists, including Ted Leo + Pharmacists, matt pond PA, The Mooney Suzuki, Todd Barry, The Stills and the indie rock legends, Yo La Tengo.

"Indies Only" shows will be held at the Trocadero Theatre and all music performances will be open to the public. For ticket information and a list of artist performances, please visit www.thetroc.com.

In announcing the conference, ADA president, Andy Allen, said, "ADA is blessed to distribute some of the very best independent labels in the U.S. Over our 13-year history, our label partners have produced some of the industry's most important music, and we are eager to commemorate that amazing success, showcase some of our initiatives for the future, and celebrate the critical role that independent music plays in the overall music industry."

"We were excited that ADA chose Philadelphia as the site of its first-ever conference," said Ned Gaudette, director of marketing for the Trocadero Theatre. "To host two nights of great indie music was a no-brainer for the Trocadero, which over the years has been a 'home away from home' for countless touring indie bands. The first rate line-up of bands for both nights is sure to please the conference crowd and bring out Philly's diehard indie fans too."

As the leading distributor of independent music in the U.S., ADA gives independent record labels access to a flexible distribution system that marries the effectiveness and convenience of a major label with the marketing sensibilities of an independent. ADA's success has proven the importance of creating a national distribution system with a strong artist-development sales philosophy for the independent music industry.

"In the early '90s, independent labels had to cobble together a national network of regional independents to achieve national distribution," explained Allen. "If you were a large independent and trying to compete, it could be difficult. We wanted to create a system with the same kind of visibility and security of a national major, but scaled for the needs of independents."

For 13 years, ADA has worked with a wide variety of the industry's top independent labels, including Sub Pop, Beggars Banquet, Touch & Go, Matador, Side One Dummy and Epitaph, and artists Liz Phair, Nirvana, Postal Service, Arcade Fire, Death Cab for Cutie, among others.

ADA's top-sellers currently include releases by Bloc Party, Calexico, Iron & Wine, The New Pornographers, Nada Surf, Panic! at the Disco, Gnarls Barkley, Dane Cook, From First to Last, Arctic Monkeys, Buckcherry, The Shins and Neko Case.

About ADA

Alternative Distribution Alliance was created in 1993 to focus on independent music, where some of the biggest music acts have always built their initial followings. Today, Alternative Distribution Alliance is recognized as the leading U.S. distributor of independent record labels, handling labels such as Sub Pop, Matador, Epitaph, Domino, Fueled by Ramen, Comedy Central, Touch and Go, Beggars Music Group, Saddle Creek and Side One/Dummy.