

For Immediate Release

Media Contact:

Cara O'Bleness

Email: cara@startupnation.com

FanLabel Hosts Nashville Launch Party at CMA Fest 2019 with Rising Country Stars

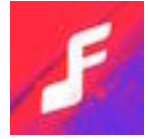


Birmingham, Michigan – May 20, 2019 – FanLabel, a new app designed to give music lovers and fans the ability to create their own fantasy record label, sign songs and artists, and play contests to win great prizes, will host its official launch party in partnership with SMACKSongs on Friday, June 7 at 21C Nashville, located at 221 2nd Ave N. in Nashville, from 5 p.m. to 10 p.m.

Taking place during CMA Fest 2019, the FanLabel experience will be brought to life, featuring special live performances by rising country artists Kylie Morgan, Renee Blair, Teddy Robb, Adam Doleac and The Sisterhood Band.

Created by entrepreneurs Jeff and Rich Sloan, FanLabel is a fantasy-football-for-music-lovers app experience that allows users to become record label executives:

“FanLabel players can discover new music, play exciting contests and even play a role in influencing which songs and artists become the hits of tomorrow” Jeff Sloan, FanLabel CEO and co-founder, said. “Our gamified platform is designed to put the power in the hands of the people who love and consume music.”



FanLabel is backed by industry titans Sony Music, Universal Music Group, Warner Music Group, Steve Wozniak and music artist Pitbull. With more than 30 million songs in its music catalog, FanLabel offers a diverse music selection with something for every listener's taste.

About FanLabel:

FanLabel is a music gamification platform owned in part by the major record labels that enables music fans to enjoy great music and fun contests as they operate their own fantasy record label in the FanLabel app. Players pick the songs they think will rise on the contest charts and shoot for the top spot on the leaderboards. Ultimately, fans become promoters and influencers as they play, discover and promote the songs and artists they've signed to their virtual label.

Fans earn virtual Royalties based on song and artist performance and promotional activity with the goal of climbing the leaderboard. FanLabel monetizes those virtual Royalties in the FanLabel Marketplace, where users can combine Royalties with real cash to purchase artist merchandise, event tickets and more.

Download FanLabel from the app store [here](#); tune in to the Play the Music podcast [here](#) and stream FanLabel's Spotify playlists [here](#).