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Online Marketing Pays Off As Colin Munroe Scores Key Placements On Perez Hilton & Kanye West Blogs

Vancouver, BC - Frontside's online marketing team is pleased to announce that Colin Munroe's re-interpretation of Kanye West's song *Flashing Lights* has secured several massive online features in the past twenty-four hours. Ottawa based Munroe recently put his own spin on Kanye West's current single and the new indie-pop minded version turned out so well that Munroe quickly cut a video to accompany the track. With a bit of behind the scenes maneuvering the video found itself in the hands of West himself who fell in love with it and posted it on his critically acclaimed blog "Kanye Universecity" on Tuesday night (January 23).

As YouTube views of the video quickly escalated, Frontside's online team made contact with celebrity blogger Perez Hilton who has been instrumental in the early development of such acts as Amy Winehouse, Lily Allen and Mika. Hilton immediately responded and featured Colin Munroe's video on www.perezhilton.com. Munroe's team had already circulated his track to many key music blogs and within twenty-four hours Google search results for "Colin Munroe" and "Flashing Lights" had jumped from 300 to over 8,000. The website Viralvideochart.com also tracked Munroe's music video as the sixth most viewed video clip on the internet for the day.

With views and downloads of Colin Munroe's (*I Want Those*) *Flashing Lights* increasing by the minute, the effectiveness of this kind of online marketing has been clearly illustrated. "It's amazing to see how many people are supporting this song and how quickly it has spread online. Music bloggers are always looking for something that's unique and Colin's version of the track is really something special" said Frontside's Director of Online Marketing Meg Clark.

Colin Munroe's album "Don't Think Less of Me" has recently been completed and garnered the attention of noted hip-hop impresario Dallas Austin who has struck a deal to release Munroe's album worldwide through his Rowdy Records imprint. What is equally impressive is that Munroe wrote and performed the entire album himself drawing inspiration not from hip-hop, but from artists such as The Beatles and Van Morrison.

"We're very proud to be working with Colin and his team at Marked Music" says Frontside Managing Partner Geoff Goddard. "Creativity is ultimately what propels this business and the popularity of Colin's take on *Flashing Lights* really shows that the boundaries between genres are coming crashing down".

For more information on Colin Munroe please visit: www.myspace.com/colinmunroe
For more information on Frontside Promotions Group please visit:
www.frontside.ca

For more information on Marked Music please visit: www.markedmusic.com

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