

## ( BW)(CA-BLUEHAZE) BlueHaze Launches First Multi-Platform Community for Concert Fans

Offers Web and Mobile Experience for a Before, During and After Connection Through BlueHaze.com, BlueHaze for Facebook and "Concerts" iPhone Application

Music Writers/Business Editors/Technology Writers  
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SAN FRANCISCO--(BUSINESS WIRE)--Sept. 3, 2008--BlueHaze, Inc. today announced the launch of its multi-platform community for concert fans at [www.bluehaze.com](http://www.bluehaze.com), on Facebook and on the iPhone. BlueHaze is the first company of its kind, taking advantage of both the online and mobile platforms to offer live music fans a rich community experience before, during and after the concert. The company will be demonstrating at the TechCrunch50 DemoPit on Monday, September 8th at the San Francisco Design Center Concourse.

BlueHaze offers concert fans the opportunity to:

- Easily find local shows and get tickets
- See what concerts their friends are seeing
- Quickly scan their iTunes library and get tour alerts from their favorite artists
- Share concert photos, reviews and set lists with other fans at the same concert
- Track their personal concert history

"From the moment you think about going to a show until well after the concert is over, BlueHaze helps make the live music experience even better," said Mark Shedletsky, founder and CEO of BlueHaze. "Every concert is a community. For one night, in that one venue, you're a part of something bigger. We built BlueHaze to connect those thousands of live communities every night and to give artists and fans a chance to extend the concert experience before, during and after the show."

## The BlueHaze Platform

- BlueHaze.com is the core of the BlueHaze community, with concert-tracking and social networking features. Members set up a profile page and can easily scan their iTunes collection, track their favorite artists with local show notifications and create a personalized tour schedule. In addition, BlueHaze.com uniquely makes it possible for members to keep track of all of their concert activity in one place: number of shows attended, photos from the event and more - creating a virtual ticket stub collection that you can track and share with the world.
  
- BlueHaze for Facebook is geared at making it easy to go see concerts with friends. Including many of the same features as on BlueHaze.com, the application tracks upcoming and past concert activity on members' Facebook profiles and shares concert photos with their Facebook friends. The BlueHaze Facebook application is now live on the Facebook platform.
  
- The BlueHaze iPhone "Concerts" Application allows fans to instantly snap and share photos in real-time with other fans at the concert (utilizing geo-targeting) - quickly becoming the engine powering, indexing and sharing millions of concert photos from around the world. iPhone users can also view the latest concert photos from their city or around the world, as well as browse local tour dates for upcoming concerts. The BlueHaze iPhone "Concerts" Application can be downloaded now from the iPhone App Store.

## About BlueHaze

The BlueHaze management team has over 40 years experience in music, media and technology at companies including MTV, Universal, Microsoft, BitTorrent, and more. Additionally, the BlueHaze advisory board is comprised of industry thought leaders in artist management, concert promotion, media, advertising, law and finance.

BlueHaze, Inc. is a music-focused media and technology company. Its proprietary first offering is a multi-platform community of concert fans at BlueHaze.com, on the Facebook platform and on the iPhone. BlueHaze, Inc. is co-located in San Francisco and Toronto. BlueHaze is currently seed funded and now kicking off its Series A financing effort.

For logos and screenshots, please see the BlueHaze media page at <http://www.bluehaze.com/media-kit>.

Tags: iPhone application, concert listings, concert community, social network, Facebook application, concert photos, music, internet

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