

NUGS.NET TO WEBCAST PHISH LIVE FROM LAKE TAHOE AUGUST 9 & 10

Pay-Per-View Model Extends Band's Foray into New Revenue Streams

8/2/11 - SAN FRANCISCO, CA - Phish fans who were shut out of the band's sold out two night stand in Tahoe can watch the concerts live on LivePhish.com, the band-to-fan channel operated by nugs.net. A \$24.99 two night pass gives fans access to a 10 camera high definition shoot with high quality audio mixed live exclusively for LivePhish.com. Single night passes are also on sale for \$14.99 each. Tahoe will continue a series of Live Phish webcasts nugs.net pioneered with the band over New Year's with three pay-per-view webcasts from Madison Square Garden, ranked as the highest grossing paid concert webcasts on record. Fans can tune in on their large screen TVs via HDMI-equipped PCs or Macs, as well as on Android devices, Xbox, Wii, and Playstation game consoles. Nugs.net handles the live encoding, broadcast, transactions, secure gateway, reporting, and customer service for the LivePhish.com webcasts.

Now in its tenth year, LivePhish.com is a partnership between Phish and nugs.net. With over 40 million downloads served, every note Phish has performed live since 2002 is available for download in multiple formats, including higher than CD quality 24 bit FLAC-HD, Apple Lossless, and 256kbps MP3s. Most shows are also available on limited edition CDs. Videos from many shows are sold as downloads, and Phish posts a free high definition stream of one song from each night of this tour at LivePhish.com. Moreover, the bar code on every Phish ticket is redeemable at LivePhish.com for free MP3s of that show, available within an hour of the band leaving the stage each night. Fans can also listen to the latest show and access everything they've ever bought from LivePhish.com in the cloud with the Live Phish App (bit.ly/LivePhishApp), which Billboard voted the best touring app of 2010. Phish also uses nugs.net's Appetizer to stream samples of each night's show on Facebook, capturing sales directly in their fans' news feed. Beyond these multi-faceted direct-to-fan services, nugs.net also handles the mechanical license administration for the 28,000 unique tracks in the Live Phish library.

ABOUT NUGS.NET

In addition to running LivePhish.com, nugs.net powers the band-to-fan channels for artists ranging from Metallica to Roger Daltrey, deep catalog downloads from artists like Led Zeppelin, The Doors, and Neil Young, as well as live downloads from festivals like Bonnaroo, Lollapalooza, Austin City Limits Music Festival. Apple's iTunes Music Store features recent nugs.net releases at itunes.com/LiveStash and nugs.net founder Brad Serling hosts a weekly show on SiriusXM's Jam On channel reviewing the week in live music.