

NUGS.NET INTRODUCES THE NUGS.NET APPETIZER

INSTANT MUSIC PURCHASES AND STREAMS WITHIN YOUR FANS' FACEBOOK NEWS FEEDS

In celebration of its 15 year anniversary, music service provider nugs.net is proud to announce the first of several new products: The nugs.net Appetizer. Since its inception, nugs.net has passionately delivered live music content to music lovers across the world and now, with The nugs.net Appetizer, bands are able to deliver fans a taste of last night's show directly to the fans' Facebook news feeds.

What is most exciting about nugs.net's newest product is that unlike traditional Facebook Apps, The nugs.net Appetizer appears in each fan's news feed without any burden of having to install an App or visit a band page. The challenge of getting fans to visit a band page to further engage are now minimized. If an individual has "liked" a band, once The nugs.net Appetizer is added to the band's wall, the player and digital store will syndicate to the fan's news feed as soon as he or she logs into Facebook, just as a status update from a friend would appear in the individual's news feed. This same method of syndication results to an individual's Facebook friends as s/he shares, likes, and comments on a band's post that includes The nugs.net Appetizer.

Fans no longer have to remember to visit a Facebook band page in order to engage with the band's music. The nugs.net Appetizer allows an ideal offering for music-hungry fans without creating any extra time or work for fans. "We're bringing the music to the fans instead of trying to get the fans to come to the music," says nugs.net CEO Brad Serling.

The nugs.net Appetizer debuted after Metallica's recent Big Four show in Indio, CA. Metallica's 18 million Facebook fans could listen to the show the band had just performed directly from their Facebook news feeds. Currently Phish is posting each night of their current national tour via The Appetizer within an hour of each concert's last note. Both Phish and Metallica have been selling downloads of every show they play through nugs.net for many years, however The Appetizer has exposed the live recordings to a much larger audience as a result of its Facebook integration.

In fact, 75% of downloads sold through The nugs.net Appetizer have been purchased by new users. The nugs.net Appetizer proves itself as a new valuable tool for bands to further connect with audiences once the concert has ended. Additionally, of those who click on The nugs.net Appetizer in the news feed, 96% continue on to explore the music. Fans want to extend their concert going experience and The nugs.net Appetizer provides a simple solution to meet this need.

To see The [nugs.net](#) Appetizer live in action, please click [HERE](#) to be taken to a post on Phish's Facebook Wall.

[nugs.net](#) currently delivers music downloads for over 600 artists including My Morning Jacket, Neil Young, Led Zeppelin, Metallica, Phish, Pearl Jam, The Grateful Dead, Widespread Panic, as well as the nation's premiere festivals such as Bonnaroo Music Festival, Austin City Limits Music Festival, and Lollapalooza. To date, [nugs.net](#) has served over 115 million downloads.

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