



**Bside Entertainment Wins Hotly Contested Rights to Distribute “Before the Music Dies”**  
*Upstart’s Breakthrough Distribution Model to be Unveiled this Fall*

**Austin, Texas, September 12, 2006** – Specialty indie film distributor Bside Entertainment has acquired all North American rights to BEFORE THE MUSIC DIES, the electrifying documentary that exposes the music industry’s abandonment of artists and fans in its single-minded pursuit of corporate profits. After premiering to standing ovations at the SXSW Film Festival last spring, the film has amassed critical acclaim and avid fan support at film festivals from Edinburgh to Austin. The deal, which was announced jointly by Bside CEO Chris Hyams and filmmakers Andrew Shapter and Joel Rasmussen, is Bside’s first theatrical release and represents a bold break from traditional film distribution. Placing heavy emphasis on innovative on-line marketing, unconventional exhibition models, and alignment with strategic partners will allow Bside to return substantially greater financial benefits to the filmmakers and producers.

A project that began as two fans seeking answers to why major label music and commercial radio are increasingly bland and repetitive, BEFORE THE MUSIC DIES took on a life of its own during production. Artists ranging from global superstars to independent unknowns became passionate about the film’s message and were quick to participate, resulting in a staggering array of musical performances and interviews featuring talents such as Dave Matthews, Eric Clapton, Erykah Badu, Branford Marsalis, Elvis Costello, Bonnie Raitt, Questlove, and many others. Industry commentators and fans also joined the conversation, helping to uncover the truth about how great music is smothered by massive corporations, while at the same time offering hope for the future.

“Throughout its festival run, it became clear that Andrew and Joel have created a documentary that reaches across musical genres and generations, and strikes a chord with anyone who loves great music,” says Bside’s Hyams. “We have a growing community of artists and fans that are energized to spread the word about this incredible film, and our approach to the release will be an exciting extension of that movement. The film industry is experiencing the same upheaval as the music industry, which makes BEFORE THE MUSIC DIES the perfect choice for our first major theatrical release.”

As established distribution houses intensified their pursuit of BEFORE THE MUSIC DIES, Shapter and Rasmussen also recognized the synergy between their film and Bside’s strategy. “Our film is about breaking down the walls that mega-corporations have built between musical artists and their rightful audiences,” says Shapter. “Bside came to us with an approach that embraces the same principles, allowing us to bypass outdated distribution models with fundamentally new ways of promoting, marketing and screening our film.”

“We strongly believe that this approach will let BEFORE THE MUSIC DIES reach a broader audience of music lovers, while avoiding the exorbitant marketing costs that would have accompanied a traditional distribution deal,” adds Rasmussen. “It also allows Bside to offer economic terms to filmmakers and their producers that are unheard of in Hollywood.”





With a focus on online social networks, targeted grassroots promotions and strategic relationships with like-minded companies, Bside will kick off the release of BEFORE THE MUSIC DIES early this fall. Details will be unveiled in the coming weeks on [www.beforethemusicdies.com](http://www.beforethemusicdies.com).

Under their Faron West Productions banner, Shapter and Rasmussen co-wrote the film, with Shapter directing and Rasmussen producing and editing.

#### About Bside Entertainment

Bside Entertainment ([www.bside.com](http://www.bside.com)) is a specialty distributor of independent films. Through a combination of innovative on-line marketing, sophisticated use of technology, and strategic relationships with like-minded corporate partners, IFC, and over a dozen major film festivals, Bside is dedicated to helping independent films find their audiences. Founded in 2005 by Chris Hyams, Bside is backed by an advisory board that includes writer/producer Steven Bochco, former Polygram Films president Andrew Fogelson, and top entertainment attorney Barry Hirsch.

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