



blue pieTM

bluepie.com.au



[digital distribution]

v. April 2011



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BLUE PIE - DIGITAL DISTRIBUTION PROPOSAL - NON EXCLUSIVE

ABOUT BLUE PIE

Established in 1996 Blue Pie is a 'new media' company with expertise in technology and new media. We maximise returns from the global Internet-based digital entertainment industry.

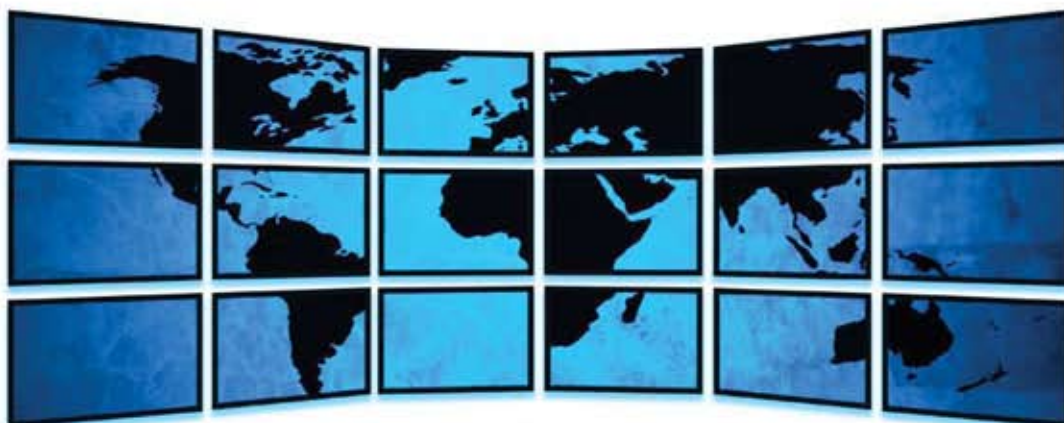
Blue Pie has many slices:

	A record label - Blue Pie - www.bluepie.com.au
	A digital music store - My Blue Pie Music - www.mybluepiemusic.com
	A publishing house - Blue Pie Publishing
	A media shop - Magic Blue Media - www.magicbluemedia.com
	A games development and mobile content entertainment firm - Amuse Entertainment - www.amusementertainment.net
	A creative entertainment house - Magic Blue Creative - www.magicbluecreative.com
	A B2B white label - Blue Vault Digital - www.bluevaultdigital.com

We would like to work with you to commercialise your content and offer our distribution services. We have representative offices in the UK, USA, Canada and Ireland.

We are focused on using the new digital entertainment systems along with traditional distribution retail services that are now available all over the planet. This will give you the opportunity to have a true global presence for your music.

You can select full or limited distribution services. The choice is yours. We are here to help you to increase your sales and grow new markets for your music.





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WHAT DOES THIS ALL MEAN ?

Blue Pie has established networks and relationships all over the world, some have been in place for over a decade.

Blue Pie holds a number of exclusive digital entertainment content supply and management contracts for key retail networks, credit card & loyalty programs, technology firms and social networks. These exclusive agreements provide our artists and labels with direct access to new markets that they would normally not be able to reach.

Some Exclusive Agreements Include:

Blue Vault Digital - www.bluevaultdigital.com

Magic Blue Creative - www.magicbluecreative.com

Ordior - www.ordior.net



Our exclusive digital content supply agreements provide our artists and labels with access to new and greater markets that they would otherwise not be able to reach. Blue Pie helps to expand your sales potential with these contracts.

Blue Pie is actively engaged in securing exclusive content supply agreements throughout the world.

HOW DO I KNOW MY RIGHTS ARE PROTECTED ?

See our website at bluepie.com.au and check [ABOUT US](#)

We are members of the following music regulatory bodies & organisations:

- **Member of The Australasian Performing Right Association** - apra.com.au
- **Member of The Phonographic Performance Company of Australia** - ppca.com.au
- **Member of The Association of Independent Record Labels** - air.org.au
- **Member of The Australian Recording Industry Association** - aria.com.au
- **Member of The Australian Institute of Export** - aiex.com.au
- **Member of The Phonographic Performance Ltd. UK** - ppluk.com
- **Member of The American Society of Composers, Authors and Publishers** - ascap.com
- **Member of The Merlin Network** - www.merlinnetwork.org
- **Member of AMCOS** - www.apra-amcos.com.au
- **Member of Muzu** - www.muzu.tv/au



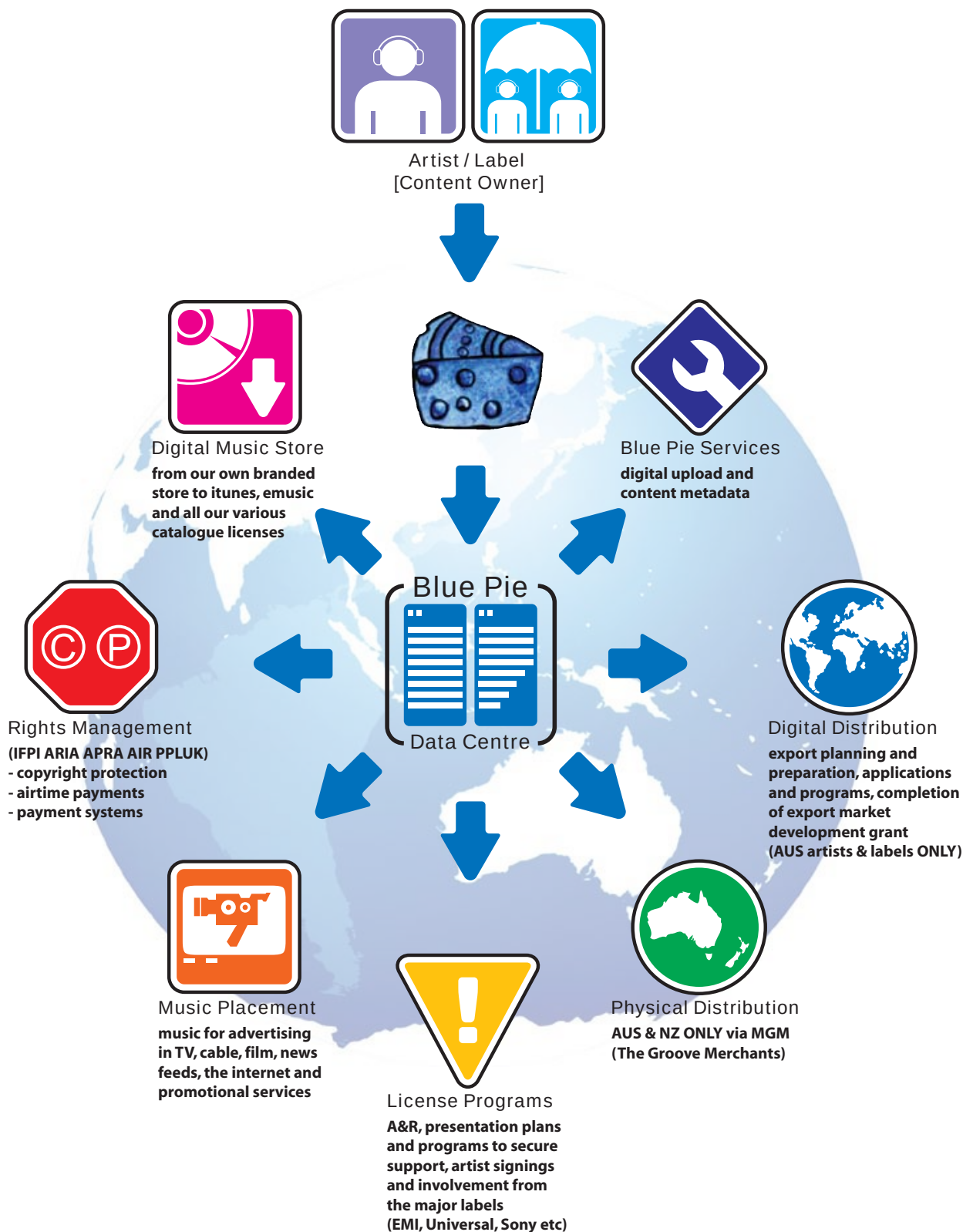
Blue Pie Proprietary Information

The information contained in this document is confidential and proprietary to Blue Pie and is to be used for the sole purpose of evaluating our service offering. Use, disclosure, reproduction, or distribution of this information to any third party without the written permission of Blue Pie is prohibited.



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DISTRIBUTION DIAGRAM





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DIGITAL FOOTPRINT AND ACTIVE RETAILERS:

Blue Pie music stores include :



mybluepiemusic.com

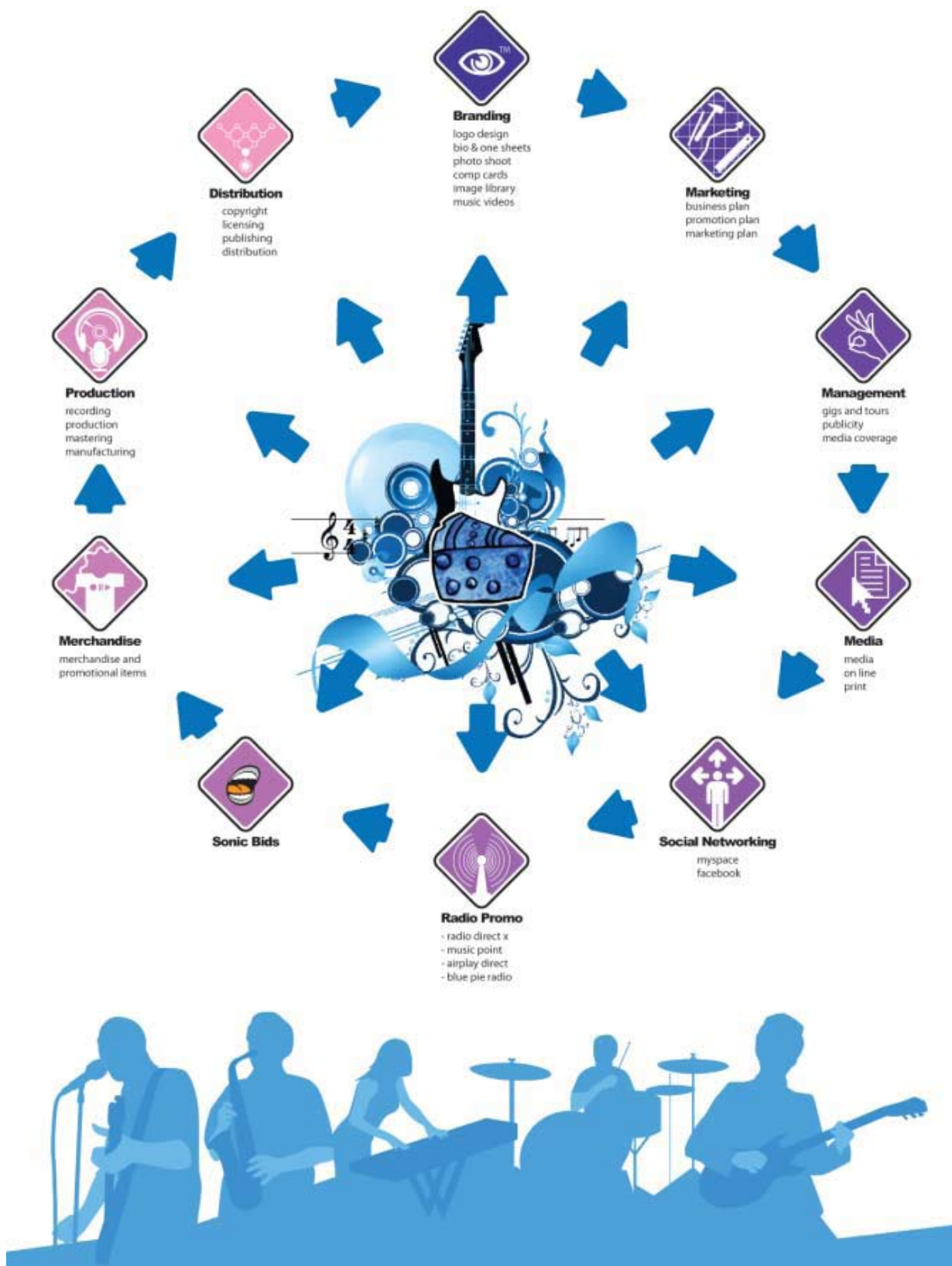
Some of our digital retailers include:





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SERVICES DIAGRAM





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DIGITAL SYSTEMS -

We have invested in digital systems, communications and marketing tools. We pride ourselves on making sure our artists are listed in the key digital retailers and telecommunication companies. While we are not the only ones doing what we do, we have some unique features and benefits that put us in a league of our own, including:

1. NEWSLETTER -

We have over 35,000 industry contact on our company's newsletter database. This helps us to sell our artists to other leaders in the business.

2. MARKETING NEWSLETTER -

We generate a monthly newsletter to over 27,000 industry firms and artists.





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DIGITAL SYSTEMS [continued] -

3. COMPILATION ALBUMS -

We regularly compile digital compilations with our artists.

This is part of the agreement so that we can get your material out to the world.



4. MARKETING & RELATIONSHIPS - www.magicbluecreative.com

We have key corporate relationships that we leverage from to help sell our artists music, such as The Heavenly Group and Magic Blue Creative. These relationships provide greater opportunity and increase our artist sales through their expanding customer bases. A win-win for all.

5. SONG CATALOG - www.songcatalog.com

We code and load our material to the Song Catalog system for 'touch button' easy distribution to the Film & TV markets for licensing. We are the exclusive rights holders for Australia and NZ.



6. FILM LICENSE and CABLE LICENSE DEALS -

We have a global network of studios and radio stations that we service our catalogue of artist and label content to. We actively promote select music, requested genres, instrumental tracks to these networks every month. Blue Pie is called on regularly to supply music to a written brief for film, TV and web based projects. Our team provide you with greater access to new markets through these leading relationships. In 2010, we completed over 2000 license placements into film, cable shows, TV shows and advertisements.





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DIGITAL SYSTEMS [continued] -

7. WEB DEVELOPMENT AND eCOMMERCE SERVICES - magicbluecreative.com

Magic Blue Creative has an excellent team of talented designers to successfully outline, implement and deliver the right web solution for your music.



8. HUMANITARIAN PROJECTS - hurricanehealing.us

We are actively involved in humanitarian projects like Hurricane Healing and work with Variety Australia and other charitable organisations. See our website for details. We regularly create music initiatives to help profile our artists with these great and worthy organisations.





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THIRD PARTY LICENSE SALES -

We have an excellent team that work hard to place your music into FILM, TV, CABLE, ADS and other corporate areas to generate license sales for you. Some of the many corporate partners, studios and license partners we work with include:

- 20th Century Fox USA
- ABC Network Australia
- Blue Buddha USA
- Columbia / Tristar (US)
- Dreamworks Pictures USA
- Halo Pictures Australia
- HBO Networks (US)
- Iceberg Records & Publishing (Denmark)
- Indie911 Licensing (US)
- LEVEL 2 Australia
- MARS Entertainment
- Music Supervisor.com (Los Angeles / NY / US)
- My Hit Factory (Europe)
- NOMA Music Agency (Los Angeles)
- PIG Factory (US & UK)
- Pump Audio USA
- Rafelson Media Corporation (Los Angeles)
- Rumblefish USA
- Sinovi Entertainment
- Song Zu Australia
- Sony Computer Entertainment (US)
- Sun Seeker Films - Canada
- Taffy Entertainment / Mike Young Productions (US)
- TCN Nine Australia
- TEN Australia
- Viacom International (MTV / VH1)
- Warner / Chappell (Scandinavia)
- Yahoo 7 Australia



haloPICTURES



This is probably one of the most significant value propositions that we provide new artists and labels. We have had numerous song and catalogue placements in Film, TV, Cable and advertising mediums. We are able to cover over 150 key industry license partners and corporate clients that actively seek our music for their various projects.

To try and do this on your own or as a label would require a significant investment in capital, I.T systems and general market knowledge to even get started. We cover all the costs to service your music to our partners. That is our commitment to you.





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HOW MUCH DO I MAKE -

60% of all Net Receipts to Blue Pie.

There are other services that offer a higher % but if you have no marketing and no team to drive the product then you really have no income. If you are able to manage all the things that we do and have all the relationships in place and a team to help support you then you would be better off managing this yourself.

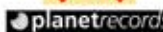
About the labels we distribute or represent

If you want to have a label relationship and take your music to the next level and grow a business then we are a good choice to manage distribution. Some of the labels we distribute under license include and manage synchronisation sales for include:

- www.africancreammusic.com
- www.africandope.co.za
- www.castleroadrecords.com
- www.concerthousemusic.com
- www.eightdimension.com
- www.emimusic.com
- www.globalev.net
- www.graftonentertainment.com
- www.hurricanehealing.us
- www.planetrecords.it
- www.playrecords.net
- www.reality-entertainment.com
- www.rhinocerosmusic.com (Synch License Sales)
- www.sharkarts.com (Synch License Sales and Compilations)
- www.thegroovemerchants.com
- www.xelonentertainment.com

You can see a full listing at bluepie.com.au.

For established artists and larger labels, rates are open for negotiation and are based on past sales and successes.





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ABOUT THE BLUE PIE CATALOGUE:

Blue Pie works with over 150 production houses, film and recording studios around the world. More and more studios and music supervisors are waking up to the sound of Blue Pie music and letting their ears be gently massaged with the power of our music to sell their products, their shows, films and advertisements.

Some of our icon artists include:



Dale Bozzio www.dalebozzioofficial.com
Suzanna Lubranno www.suzannaonline.nl
Peter and Gordon www.myspace.com/pasherandgwaller
Gordon Waller www.gordonwaller.com
Bone Angel www.myspace.com/boneangelmusic
Barry Crocker www.barrycrocker.net
Peter Noone www.peternoone.com
Dave Evans www.daveevansrocks.com
Tony Hatch - Grammy Winner www.tonyhatch.com
Petula Clark - Grammy Winner www.petulaclark.net
Gordon Chambers - Grammy Winner www.gordonchambers.com
Janice Marie Johnson - Grammy Winner www.myspace.com/aatasteofhoney
Jono Coleman - Global Radio Man - www.jonocoleman.com
Jackie The Joke Man www.jokeland.com

THE NEXT STEPS -

Step 1. Ask us for an agreement and read over the material. We will email this to you.

Step 2. Fax your signed copy of the agreement to **+612 9310 0166** or email a scanned copy to **Sales@bluepie.com.au** and post a signed copy of the original document to:

The Sales Team

Blue Pie Productions USA LLC
 EXPO112 Unit 20
 112 McEvoy Street,
 Alexandria, NSW, 2015
 Australia

Step 3. FTP us your music, artwork, BIO and all the music credits that you would like us to distribute under this agreement. We will send you the FTP login details & a 'How To' guide explaining the formats we require upon receipt of your scanned, signed agreement.

A good free FTP program is available from our website at the following link:



www.coreftp.com



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YOUR CHECK LIST -

If you have any problems with the forms email us for support at content@bluepie.com.au. The most important thing is to get us all the information. **We need to have the following to open your account with us:**

- 1. AGREEMENT:** A completed agreement with each page initialed.
- 2. MUSIC:** Have we received you Music, Artwork & BIO via FTP? For content over 5GB, please send hard drives.
- 3. BIO:** Your updated Biography (one sheet), Marketing Plan and Images (three press shots). All images should be formatted at true scale 300DPI.
- 4. ARTWORK:** Image of the CD artwork, if any, at true scale 300 DPI @ 1000x1000 jpeg.
- 5. WEBSITE:** Details of your website link & MySpace. If you do not have a website then advise us.
- 6. MANAGEMENT:** Management details if you have one. If not then let us know.
- 7. NEWS:** It is your responsibility to keep us updated on your news! We can't promote you if we don't know what's happening!

HOW LONG WILL THIS PROCESS TAKE ?

The above process may take up to 90 days to get your product listed into the some of our retail systems. We would expect to have your music with 70% of our retailers subject to genre and content restrictions in this time.

PAYMENTS & AGREEMENTS :

We make payments as per your agreement. These are made by direct credit to your Bank for Australian companies/artists. For all other clients we pay using Paypal or direct credit. Accounts must have a \$200 credit balance for payments to be made. In the event that your account is under the \$200 threshold then funds will be held over till the account is in credit of \$200.

REPORTS CONSOLE:

www.bluepiedata.com

All sales reports are loaded to our sales reports console.



The Reports Console keeps track of all sales. You can now access your reports 24x7x365 days a year. You can download these as an excel file or PDF.



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HELP DESK:

The Blue Pie Help Desk is running 24/7, 365 days a year.

The screenshot shows the 'HELPDESK CENTRAL' support ticket system interface. It includes a navigation bar with 'Home', 'New Ticket', and 'Ticket Status' links. The main content area is divided into two sections: 'NEW Ticket' and 'ticket Status'. The 'NEW Ticket' section prompts users to submit a new support request, providing a form for 'NAME' and 'EMAIL', and a 'Submit New Ticket' button. The 'ticket Status' section prompts users to check the status of previously opened tickets, providing a form for 'Ticket ID' and a 'Check Status' button. The footer contains copyright information for Blue Pie Productions.

The Blue Pie Help Desk provides support services between the hours of 9am - 5pm Monday - Friday, Sydney time.



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WHAT THEY SAY ABOUT US -

"Working with Damien has been great especially since he knows the area so well when it comes to digital/internet distribution & having someone like Colin Seeger in the music law area with him, makes an efficient team I feel I can trust."

Fusier -

www.zygosin.com

"How can I put this is a short sentence.....except to say what a pleasure it is dealing with such an inspirational person as your self, your attention to detail, follow up and passion for music makes it a pleasure dealing with you. May our relationship last for years and bring us both the success we are looking for."

Sam Righi - Director Big Deal Inc -

www.bigdealinc.com.au

"To the Blue Pie Crew - Thanks for all you are doing for Ooh La La and Well Done on the new Blue Pie site it looks fantastic. We all Really Really Appreciate the effort I'm sure we can make a few miracles happen!!"

Simon Meli -The Soul Brother -

www.oohlala.net.au

"To the supa fine Blue Pie Crew - I am really digging all the new treatments! You guys are kicking some remix ass! I was pleasantly surprised to hear your innovative arrangements. Special thanx to Richie and Dino for keepin the beat!"

Rusty Anderson - Singer, Songwriter & Guitarist for the Sir Paul McCartney Band -

www.rustyanderson.com

"I am thrilled at these new treatments of Downtownit is just so good to hear that a company like Blue Pie can get in there and get a deal doneit shows you don't have to be a big record company to do what you do."

Petula Clark - From the Today Show Interview with Richard Wilkins.

"Hi Serene/Gabby/Blue Pie, Thanks for getting us the Supanova gig, IT WAS OUR BEST PROMO EVER!!! . The amount of good vibes, good comments, "about time!" we gotwas awesome!. We also sold loads of merch, to people of all ages & species. It was also great, because most of us have not been to anything like this, it was just a buzz. Thanks for all you do."

The Slimey Things -

www.slimeythings.com

"Thanks guys for my FANTASTIC new Myspace site. It is awesome!"

Janice Marie -

www.myspace.com/aatasteofhoney





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CONTACT -



BLUE PIE PRODUCTIONS™ USA LLC

Blue Pie Productions™ USA LLC
EXPO112 Unit 20
112 McEvoy Street
Alexandria, NSW, 2015
Australia

p: +61 2 9310 0155

f: +61 2 9310 0166

e: sales@bluepie.com.au

w: www.bluepierecords.com



RECORD LABEL

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PUBLISHING DETAILS

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