

THE YEEHAA BOYS WHITE PAPER

www.theyeehaaboys.com





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www.theyeehaaboys.com



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AIRPLAY DIRECT SITE

airplaydirect.com/music/ theyeehaaboys





The Three Top Tracks of the Artist are uploaded for Radio to Download



Personalised Page for Artist + URL

PRESS

PHOTO GALLERY

TOUR DATES SOCIAL NETWORKING **Biography**After living in the US for over 6 years, based in New Orleans & Louisiana, touring and playing in various bands throughout the country, Mick Buckley, with his unique Honky Tonk piano style, returned home to Australia, hooked up with his list of illustrious mates and put his own band together.

While putting the band together, front man Fitzy would celebrate the end of a good rehearsal session with the infectious cry of, "Yeeehaaaa" and the band soon got known through friends, buddy's and rehearsal studios as the The Yeehaa Boys, which after much discussion was embraced by the band who adopted the name as their own.

In mid 2006 the band teamed up with Keith Urban's producer Peter Blyton and recorded their first EP 'Playin 8 Ball' with the single rocketing to No.18 on the National Country Music charts. The music video was shot at the legendary Basement in Sydney, and soon became one of the most requested clips on the Country Music Channel.

Later that year the Yeehaa Boys were invited to tour Malaysia, Indonesia, Singapore and Thailand. Due to the success of the shows in Asia a version of the EP was re-packaged in Taiwanese by GTO.

Upon their return, The Yeehaa Boys fine-tuned their act with some sensational live performances in Australia, culminating in three nights at the prestigious Toyota Gympie Muster.

2007 saw the band writing and recording their second EP once again with Peter Blyton titled 'Shake Baby' (do Ya' Stuff)' in the state of the art, 301 studios in Sydney and released through MGM/Green in August 2007 to a huge response.

Country Music Television picked it up immediately and true to form, aired the clip 2-3 times on a daily basis. The clip was filmed using green key & CGI animation to give a surreal effect of the Australian outback and features native flora and fauna, not to mention the obligatory "Yeehaa Girls", incorporating a fully choreographed original "Texan swing" dance routine.

The reaction was overwhelming, with invitations to perform on Australia's largest free to air morning television show, not to mention the headline act for the official 75th. Sydney Harbour Bridge anniversary celebrations.

2008 saw the boys return to the studio for six weeks, culminating with the release their self-titled Album "The Yeehaa Boys" a hybrid sound with roots back to the 40's, mixing Country Swing with a blend of country rock and blue Grass.

The Yeehaa Boys have now firmly established themselves as Australia's premier country swing band. Collectively they have had over 9 number one singles and top tens, multiple platinum albums and played live to millions of people around Australia and around the world.

So, if you're after a rootin' tootin' good time, round up a posse of desperadoes & come on down to where it's all happenin' with The

RADIO CREDS What's This Members: MICK BUCKLEY, MARK LUCAS, ARTIE TAYLOR, JORDEN COLLINS, CHRIS FITZ-GIBBON. Sounds Like: Influences: AirPlay Direct Member Since: 04/28/08

Profile Last Updated: 06/27/10 00:26:41

Latest Artist Bio and Information on the Artist

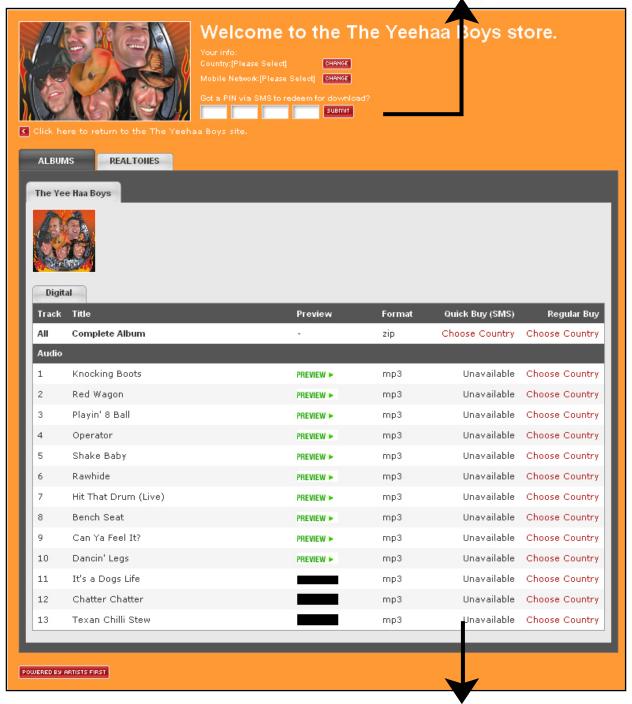
Links to Artist Press, Discography, Photo Gallery, Tour Dates, and MySpace

ARTIST FIRST STORE

app.artists-first.net/yeehaa/ shop.action



Fans can use Vouchers to Purchase Tickets



Track Listing of Releases, for Fans to Preview and then Purchase around the Globe

BIO

www.theyeehaaboys.com



The Yeehaa Boys Bio - Page One of Two



Featuring Latest

Release and all

Details of this

Release





After living in the USA and being based in New Orleans & Louisiana, touring and playing in various bands throughout the country, Mick Buckley, with his unique Honky Tonk piano style, returned home to Australia, hooked up with his list of illustrious mates and put his own band together.

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So, if you're after a rootin' tootin' good time, round up a posse of desperadoes & come on down to where it's all happenin' with The Yeehaa Boys ...

The Yeehaa Boys is part of the Blue Pie Information on Blue Pie Please Visit www.bluepie.com.au



TITLE: The Yeehaa Bo GENRE: Country/ Rockabilly CAT NO.: BPP1813 UPC: 881034206893 RELEASE DATE: Jul 2008

COPYRIGHT: © Blue Pie 2011 PUBLISHER: Blue Pie Publishing 2011

Track Listing: 01. Knocking Boots 02. Red Wagon

- 03. Playin' 8 Ball
- 05. Shake Baby
- 06. Rawhide 07. Hit That Drum (Live)
- 08. Bench Seat
- 09. Can Ya' Feel It? 10. Dancin' Legs
- 11. It's a Dogs Life 12. Chatter Chatter
- 13. Texan Chilli Stew

ARTIST WEBSITE:

www.theyeehaaboys.com

ARTIST MYSPACE:

www.myspace.com/theyeehaaboys

AIRPLAY DIRECT:

www.airplaydirect.com/ music/theyeehaaboys YOULICENSE:

www.youlicense.com/ YOULICENSE artist/theyeehaaboys

DISTRIBUTION: Blue Pie ™ Pty Ltd EXPO112 Unit 20 112 McEvoy St

Alexandria NSW 2015 Australia



Artist Links to All

Sites



Page 3

BIO

Contact Details

www.theyeehaaboys.com



The Yeehaa Boys Bio - Page Two



CONTACT:

RECORD LABEL: Mae Pie Records LISALLIC ECPO 112, Unit 20 112 McEvry Street Alexandria NSW 2015 Australi vorene likeple com na esales@blueple com nu p:+612 9310 0155 . £ +612 9310 0166



PLEIUSHERS: Noe Ple Publishing USALLC EOPO 112, Unit 20 112 McEvry Street Alexandria NSW 2015 Australia

www.hluepis.com.no esnies@bluepie.com.nu p:+612 9310 0155



MEDIA & MANAGEMENT: Boe Pie Records USALLC BOPO 112, Unit 20 112 McEvoy Street Alexandria NSW 2015

wavenshisepiscoman esaks@bisepiscomau p:+612 9310 0155 È +612 9310 0166





VIDED:

rage



You Tube

Very strong melodies with a whole lotta fur!

- Richard Clapton

A brand new stant on country music!

- Ian 'Dicko' Dideson

The boys have great originals and they really rocked the joint.

- Strangon Holl

This band has a pedigree as king and impressive as any act on the Australian music scene.

COUNTRY MUSIC CAPITAL NEWS

If you're after a motin' tootin' good time, round up a posse of desperadoes & come on down to where it's all happenin' with The Yeehaa Boys. The Yeehaa Boys kick into overdrive with their new album "The Yeehaa Boys". This is one of the best Country Swing Rockabilly albums that we have heard in years.

- Demo Dude





COMP CARDS

www.theyeehaaboys.com



Comp Cards are Designed to be used for Media. They Feature the Artist, their Logo, Website and MySpace Sites.





www.theyeehaaboys.com

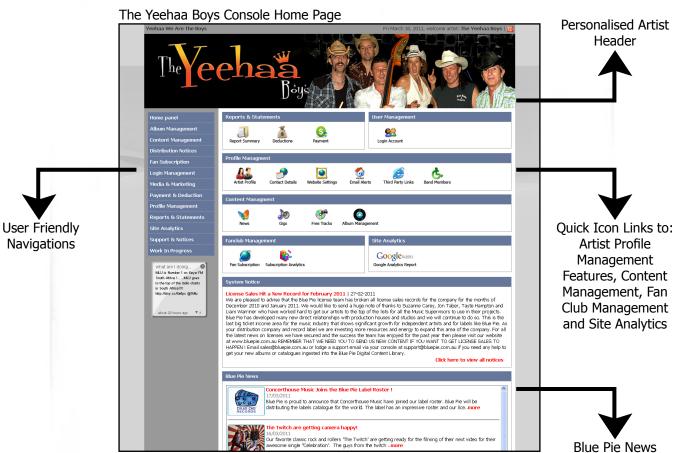


The Yeehaa Boys AMC Log In Page



www.theyeehaaboys.com





The Yeehaa Boys Console Details Page



Artist Profile: Lists out all Artist details including all Contact details and Description

www.theyeehaaboys.com

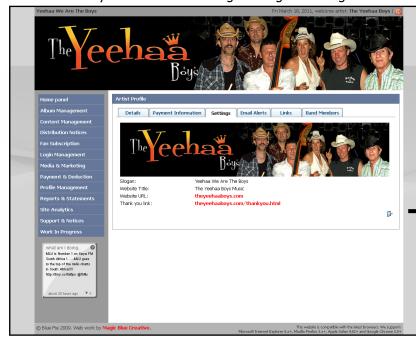


The Yeehaa Boys Console Edit Page



Artist Edit Details: Gives the Artist the opportunity to go in and edit any contact details that have changed or been updated

The Yeehaa Boys Console Edit Settings Management Page



Artist Edit Settings
Management: Gives
the opportunity to go
in and edit site details

www.theyeehaaboys.com



The Yeehaa Boys Console Edit Email Alert Page



Artist Edit Email
Alerts - Gives the
opportunity to go in
and edit email details

The Yeehaa Boys Console Third Party Link Management Page

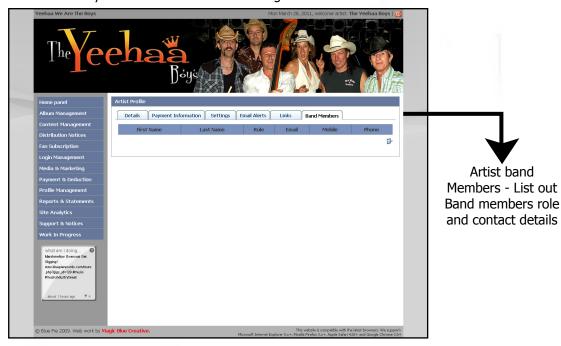


Artist Third Party
Links - Gives Artist
a listing of all his/
her/their username
and passwords to
their third party sites
such as myspace,
facebook, youtube,
airplay and twitter.

www.theyeehaaboys.com



The Yeehaa Boys Console Band Memebers Page



The Yeehaa Boys Console Artist News Page



www.theyeehaaboys.com



The Yeehaa Boys Console Artist Gigs Page



Artist Gigs -List out all Gig items featured on the Artist website

The Yeehaa Boys Console Free Tracks Page



Artist Free Tracks -List all tracks that will be available for fans to download free of charge once signed into the fan base

www.theyeehaaboys.com







Artist Fan List -List out all fans that have signed up to join the Artist newsletter. It shows fans name, email, country, age, sex, and music they normallly listen to

www.theyeehaaboys.com



The Yeehaa Boys Console Fan Subscription Analytics Page

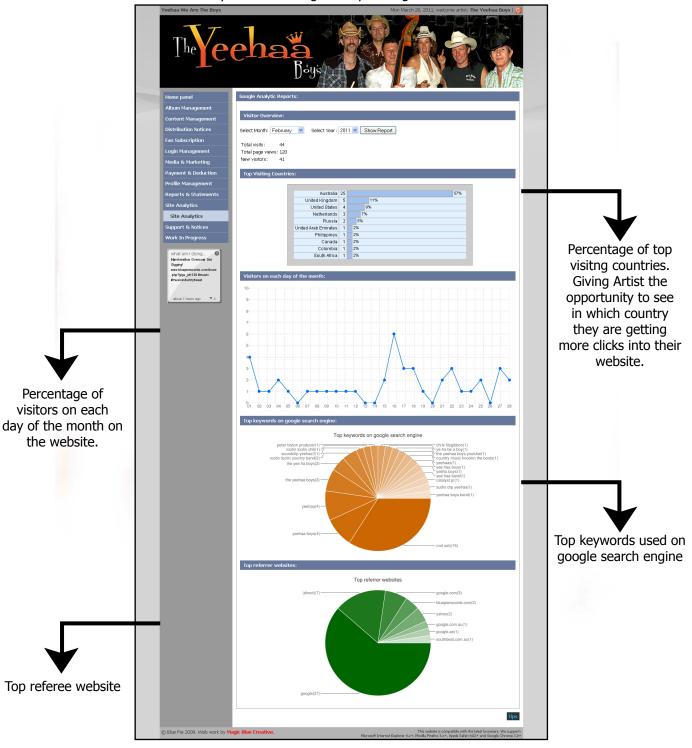


Artist Fan
Subscription
Analytics - Gives the
Artist the opportunity
to see who is
becoming their fans in
a percentage format.
Eg: percentage
difference between
males and females
joining the fan base,
age group, and
country

www.theyeehaaboys.com



The Yeehaa Boys Console Google Analytics Page

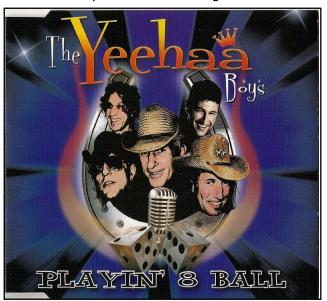


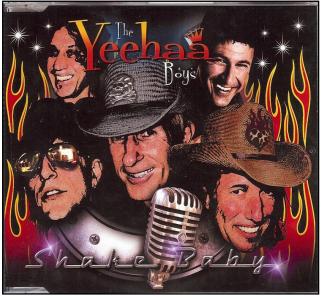
COVERS

www.theyeehaaboys.com



The Yeehaa Boys Album Cover Design





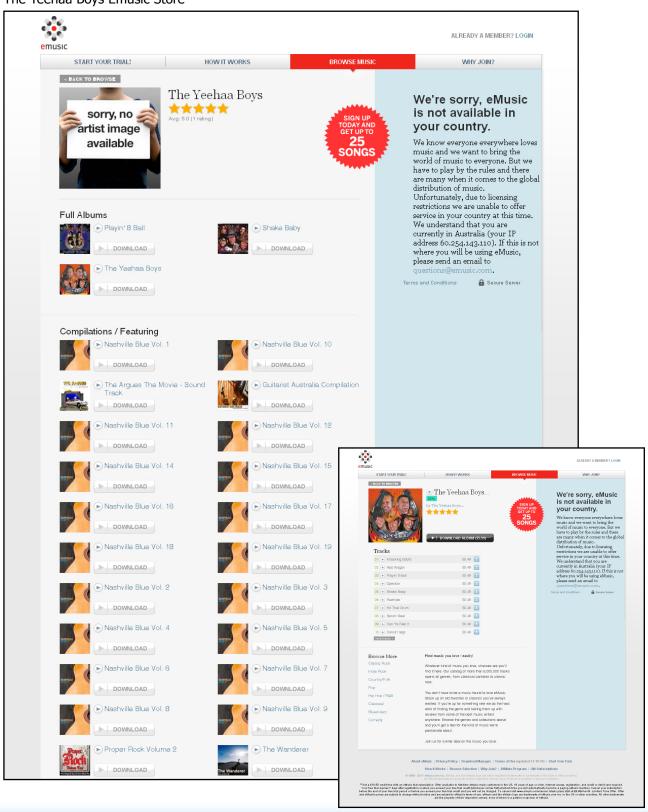


EMUSIC STORE

emusic.com/album/The-Yeehaa-Boys-The-Yeehaa-Boys-MP3-Download/11217066.html

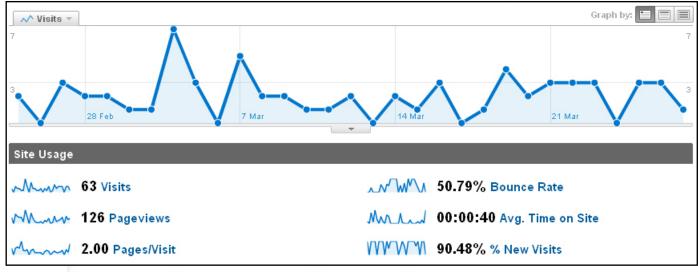


The Yeehaa Boys Emusic Store

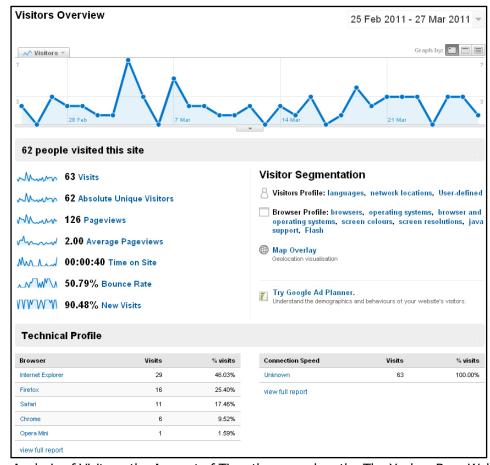


GOOGLE ANALYTICS www.google.com/analytics

A Bar Graph that Shows the Number of Visitors from February 2011 - March 2011



Numerical Analysis of the Site Usage Details



Analysis of Visitors, the Amount of Time they spend on the The Yeehaa Boys Website, the Internet Browser they use, and the Connection Speed of the Visitors

GOOGLE ANALYTICS

www.google.com/analytics

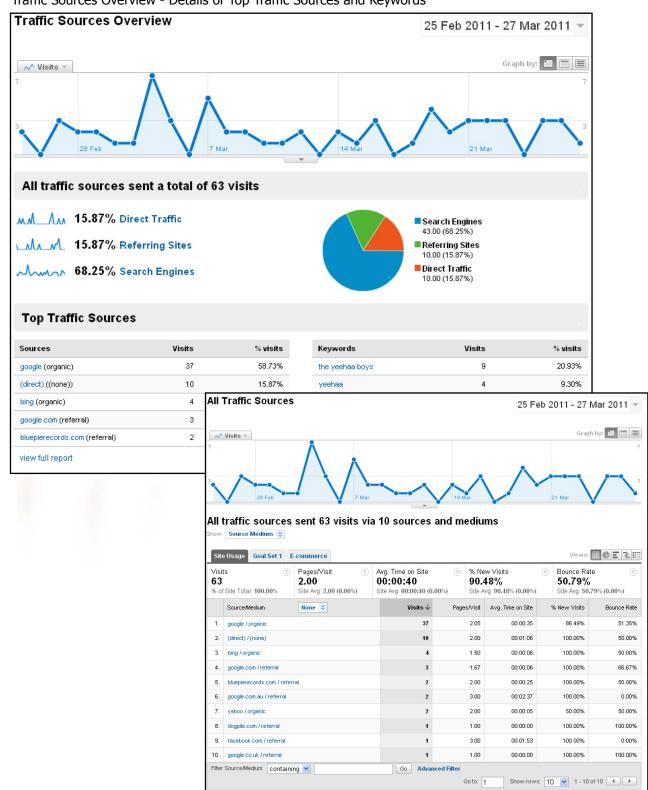


Map Overlay - Details of Every Visitors Location



GOOGLE ANALYTICS www.google.com/analytics

Traffic Sources Overview - Details of Top Traffic Sources and Keywords

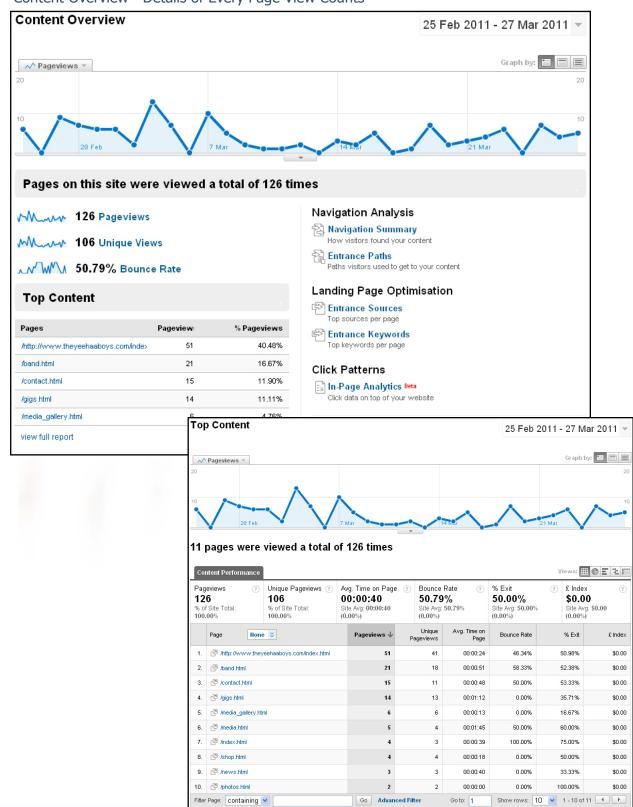


GOOGLE ANALYTICS

www.google.com/analytics



Content Overview - Details of Every Page View Counts

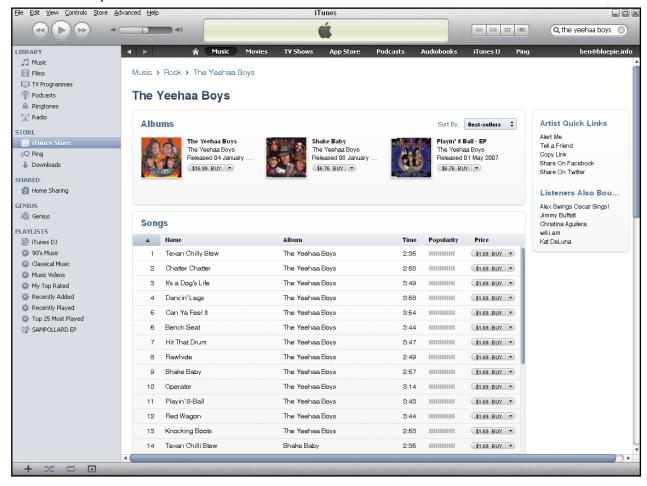


ITUNES STORE

www.theyeehaaboys.com



The Yeehaa Boys iTunes Store



LOGO www.theyeehaaboys.com



The Yeehaa Boys Logo Designed to Suit The Yeehaa Boys and Genre. Once the Logo is chosen a Logo Kit is created to be used in All Media.



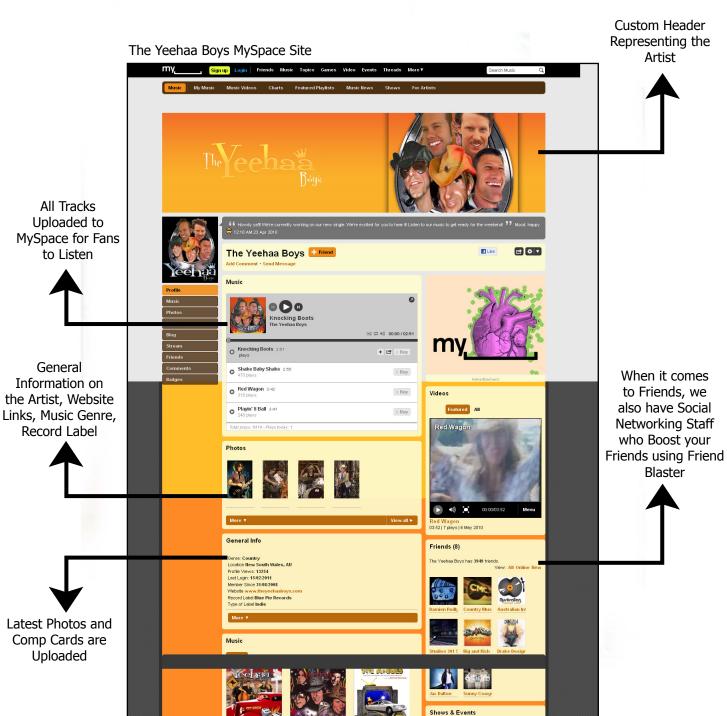




MYSPACE SITE

myspace.com/yeehaaboys





No upcoming shows/events

TWITTER SITE

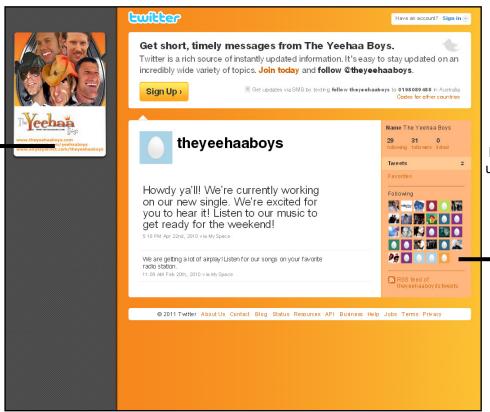
twitter.com/theyeehaaboys



The Yeehaa Boys Twitter Site

A Customized Background and Branding for Every Artist





When it comes to Friends, we also have Social Networking Staff who Boost your Friends using Friend Blaster



www.theyeehaaboys.com



Creative Flash Animation Airplay Direct Link -Links directly to the Artists customised airplay site, for radio stations to download tracks YouTube Videos are Embedded into the Site for Fans to View Directly

The Yeehaa Boys Website

news band gigs media gallery shop contact you tube myspace













Links to popular radio and television request lines



the request line we need





















Listen Button - Links to a cutomised artist player, that plays the artists tracks

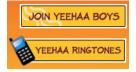




Book Button - Links to were you can email a booking



Join Button - Links to a customised page that lets fans join the artist newsletter



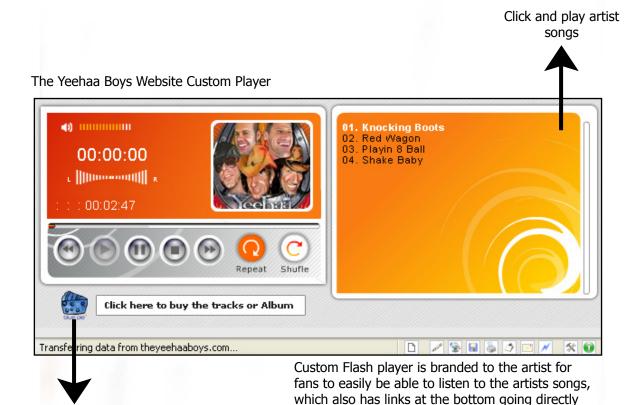
Ringtones Button -Links to a customised artist store where fans can purchase artist ringtones

Regular News Updates are Posted on the Site

WEBSITE www.theyeehaaboys.com



to the stores for fans to download these tracks.



Links to Stores

www.theyeehaaboys.com



The Yeehaa Boys Website Join Page



Join Page - Links to this form where fans can easily put in their details. These details will go into a database which then we can easily send out the artists fan newsletter. It also lets the fans download two free tracks

WEBSITE www.theyeehaaboys.com



The Yeehaa Boys Website News Page



previous news.

www.theyeehaaboys.com



The Yeehaa Boys Website Band Page



Band Page - Artist bio in text format for fans/media to read.

www.theyeehaaboys.com



© The Yeehaa Boys and Blue Pie 2008



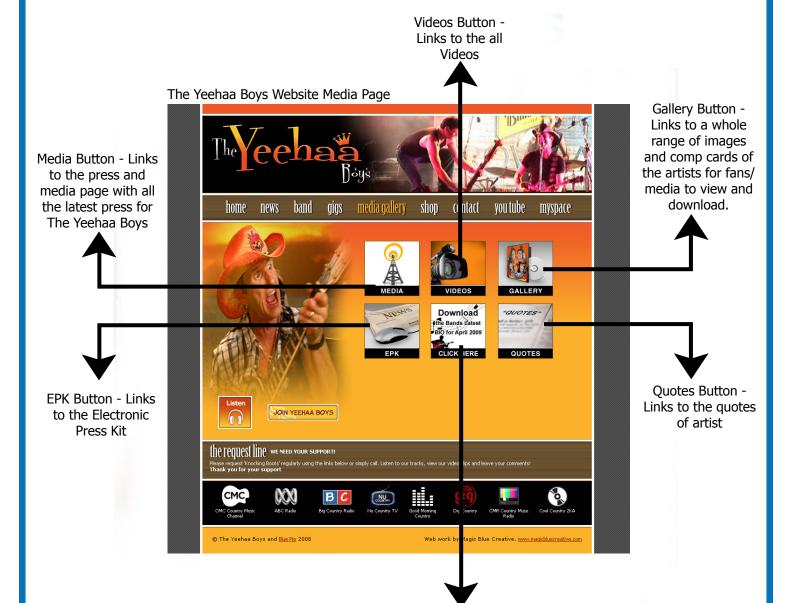
The gigs are updated on a regular basis. The gigs are setup through a console which we continually maintain and update.

The gigs page is kept small so fans dont have to scroll down to much. However, we

have a link that links through pages of previous gigs.

www.theyeehaaboys.com





Download Button - Links to a PDF document of The Yeehaa Boys Bio

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WEBSITE www.theyeehaaboys.com



The Yeehaa Boys Website Gallery Page



Thumbnails of images of the artist. Once you click on these thumbnails it will open a page with the full size image for fans to download/view.

www.theyeehaaboys.com



The Yeehaa Boys Website Shop Page



Links to the artists link on most popular music stores for fans to go directly to purchase the release.

www.theyeehaaboys.com

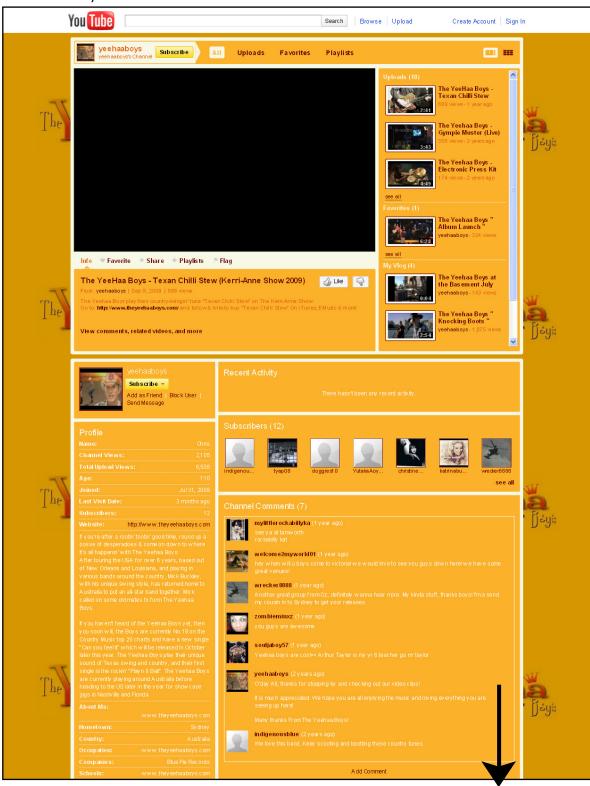


The Yeehaa Boys Website Contact Page



List all contact details from record label, press & media and management. With icons going directly to the websites of the company.

The Yeehaa Boys YouTube Site



Branded artist YouTube channel with all of the artist videos posted up.



TESTIMONIAL FROM THE YEEHAA BOYS

Blue Pie are one of the few Australian labels that give country music a real go.

We love you Blue Pie and all you do for the band each and every day.

The Yeehaa B oys



ABC RECORDS - PHYSICAL CD COMPILATIONS







- Honky Tonk Heaven
- Ultimate Heartland Country Collection A Celebration of Australian Heritage and Spirit
- Hit Country Summer Party 2

COMPILATION ALBUMS:







- Guitarist Australia Compilation
- Proper Rock Vol 2
- · The Wanderer

The band has been featured on over 20 digital compilations

CHARTS:



 The Yeehaa Boys have jumped into the National Country Charts at No#28 in 2008 for the song 'Knocking Boots'



• The Yeehaa Boys enters the AIR Charts at No#20 with Shake Baby in 2009.

SOUND TRACK PLACEMENTS FOR SONGS INCLUDING:



The Yeehaa Boys' tracks "Red Wagon" and "Shake Baby" features in the soundtrack for The Argues Movie

FANBASE:







3500 Email Addresses added in the Past 3 Months to his Fan Base and Growing Globally



www.theyeehaaboys.com



RELEASED ALBUMS & EP:







- Shake Baby (2007)
- Playin' 8 Ball EP (2007)
- The Yeehaa Boys (2008)

DIGITAL DOWNLOADS:

Albums are now for sale in over 300 + digital retailers including iTunes, eMusic, Napster, Spotify, Amazon, Rhapsody and My Blue Pie Music.















The band has sold over 20,000 digital downloads



• Complete an Export Market Development Grant with the Blue Pie Team. The Yeehaa Boys is now on the program and receiving grant funding for the next 8 years.



• Complete branded media for all online and offline + BIO and copy for all areas of the web completed by the Blue Pie team. The website now produces production leads every month.



• Blue Pie now actively manage and promote The Yeehaa Boys' catalogue to Film/TV shows and production companies globally.