

8TH ANNUAL INDEPENDENT MUSIC AWARDS

IMA WINNERS Release

For Immediate Release

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AUSTRALIA'S OWN JADE AMBROZE AMONG WINNERS OF THE 8TH ANNUAL INDEPENDENT MUSIC AWARDS

Adelaide based artist Jade Ambroze is among a diverse group of independent artists named as Winners of the 8th Annual Independent Music Awards (IMA) program. Jade was named the winner of the Contemporary Christian Song category with 'More'.

Singer/songwriter Jade Ambroze worked with producers Andy Sorenson and David Holmes on her latest album 'Meant to Fly' which contains this award winning song 'More' along with 'Beauty for Ashes' which was placed 3rd in the Spiritual Category of the Australian Songwriting Awards and 'Shine' which recently placed in the Top 30 play list on Adelaide Radio Station 107.9 Life FM.

Reflecting the breadth of the independent music community, this year's IMA Winners and Finalists were culled from thousands of submissions worldwide, including the U.S.A., Canada, Australia, Cuba, China, Mongolia, Republic of Guinea, Israel, South Africa, Italy, France and Sweden. Additionally, they represent every level of experience including a variety of seasoned recording artists.

A 50-person judging panel consisting of influential artists and industry decision makers including Peter Gabriel, Suzanne Vega, Roger Daltrey, George Jones, Buddy Guy, Keith Urban, James "Blood" Ulmer, Butch Walker, Paquito D'Rivera, Lee Ritenour, and others determined this year's Winners in 50+ Music and Design categories.

The following artists are among those who received Independent Music Awards alongside Jade Ambroze this year: Martin Sexton (Live Performance Album), Jaime Lidell (Pop/Rock Album), Dan Zanes (Children's Album), The Cute Lepers (Punk Album), April Smith (Pop/Rock Song), Sweatshop Union (Rap/ Hip-Hop Song), The Redwalls (College Label Release, Drexel University), Blackheart Records (Indie Label Web Site), Leerone (Music Video), The Trews (Hard Rock/ Metal Song), The Wilders (Alt. Country Album), Tony Trischka (Americana Album), Jeff Healey (Blues Album), Dengue Fever (World Fusion Album) and Lucy Wainwright Roche (Folk/ Singer-Songwriter Song).

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Additionally, many past IMA Winners and Finalists credit the program for boosting their profile with festival and club talent buyers, distributors, publishers, radio programmers, record label A&R and fans. Previous winners include **Apples In Stereo, Koko Taylor, Lacuna Coil, Joan As Policewoman, Miguel Migs, Sugarcult, Chris Whitley, Richard Julian, Speech, Val Emmich, Hoots & Hellmouth, Bitter:Sweet, Jennifer Nettles, God Forbid, Mary Gauthier, Eleni Mandell, Girl In A Coma, The Mooney Suzuki, Phil Roy, Miko Marks and Kristy Kruger.**

ABOUT THE INDEPENDENT MUSIC AWARDS

Produced by **Music Resource Group**, publisher of the popular industry print and online contact database, **The Musician's Atlas** & co-sponsors that include online retailers **eMusic and PureVolume**; radio promotion firm **The Planetary Group**; radio tracking service, **MediaGuide**; HD radio station **eRockster.com**; online digital networks **maniaTV & The Stream TV, PunkNews.org, CMJ Music Marathon**, music community **Sound Click, Venus Zine, LIFEbeat, SESAC** and **Rock the Vote**, IMA Winners are promoted to more than 15 Million music fans & key industry players.

Unlike songwriting competitions and band contests that award cash prizes, The IMAs is a unique, international program that helps vetted indie artists and releases overcome mainstream obstacles and reach wider audiences via strategic partnerships and active promotions.

- Winners & Finalists are featured in the 2009 of The Musician's Atlas—the independent musicians' and entrepreneurs' definitive guide to the music business, distributed throughout North America, Europe, Australia and Asia.
- Yearlong marketing campaigns, partnerships and distribution alliances that will place the Winners in front of millions of music fans and industry decision makers around the world.
- Winners tracks are included on the IMA CD compilation, *Now Hear This* distributed at major music events and serviced to 700+ USA & Canadian public & college radio stations by The Planetary Group a leading radio promotions company.

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- CD compilation promoted to 4 million+ eMusic subscribers
- CD compilation promoted to 2 million+ Pure Volume customers
- Winners and Finalists will be featured on the maniaTV and The Stream TV Internet networks.
- More promotions and performances will be announced in the 2nd quarter of 2009.

"Vox Populi" Voting Determines IMA People's Choice Winners

As in previous years, thousands of music fans around the world select their favorites and cast their votes at the Vox Populi Jukebox for all Music, Design and Video categories. While this "peoples choice" vote does not affect the Judges' final decisions, these IMA Vox Populi winners will be announced early next year and benefit from yearlong print, online, broadcast, live performance and event promotions alongside formal Winners.

Vox Populi Voting will remain open through April, 2009.

Program Expansion

In addition to honors in 50 music categories, including Social Action Song, the 8th Annual IMAs also recognize achievements in several creative design categories including Album Packaging, Album Photography, Poster Art, Band Website, Indie Record Label Website and Swag.

Live Concert Photography, Artist/Band Press Photo, Cover Song and Ringtone categories were added to this year's program. New categories and events planned for the 9th Independent Music Awards will be announced later in the month when submissions for the next IMA program resumes.

For a complete list of program details and Judges for the 8th Annual IMAs go to: www.IndependentMusicAwards.com.

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