



September 1, 2007

To: College and High School Groups
From: Amy Briggs, A-Cappella.com
Re: Change in sales terms

Greetings, all!

By now most of you have returned to campus, ready to embark upon another year of higher learning. Or at least avoidance of the real world. If so, kudos to you on both counts! :)

But the "real world" cannot be avoided forever, and we here at A-Cappella.com are occasionally forced to acknowledge and play by "real world" rules sometimes. This is one of those times.

CHANGE IN COLLEGE SALES TERMS

For nearly 10 years, A-Cappella.com has given college groups a "special deal." We're going to continue to give academic a cappella groups a special deal, but one that reflects today's realities.

Our normal consignment deal with "post-collegiate" and pro groups has been (and continues to be) 60% of the retail proceeds to artists, with payment once every other month – that is, \$9 out of a \$15 sale. For college and high school groups we've taken only a flat \$3.50/CD instead of our average of \$6.00/CD for other groups. But in the past we didn't create 30-second MP3 samples to help sell their CDs, either.

The world has changed a lot in the last 10 years. Postage rates and other costs are higher, MP3 sound samples are ubiquitous, and today's college a cappella CDs are often as well-produced as those of professional groups.

The "special deal" for the next 10 years will thus reflect higher upfront costs for us – we're adding MP3 sound samples for all college CDs we carry - in return for a somewhat higher margin when we're successful selling your quality music to our global customer base of college a cappella fans. As always, there is *never* an upfront fee.

Effective September 1, 2007: We will begin deducting **\$5.00** from the retail price of all college CDs that are sold through our web site. This will be reflected in your consignment sales statements for the September-October, 2007 cycle.

Why is selling through A-Cappella.com still an AMAZING deal for college groups?

- **Exposure to the almost 100,000 unique site visitors** that A-Cappella.com reaches each month.
- **ICCA & BOCA's reputations work for you!** College a cappella fans and aficionados recognize A-Cappella.com as THE place to find college a cappella music, through our involvement with the [ICCA \(International Championship of Collegiate A Cappella\)](#) and [BOCA \(Best of College A Cappella\)](#). In fact, last year we sold more UPenn Off The Beat CDs than Rockapella CDs, more Yale Whiffenpoof recordings than Manhattan Transfer music!
- **Effortless order fulfillment** - WE do the work, even during school vacation! You just send us CDs and cash the checks (or collect the PayPal payments - even easier!!!).
- **MP3 clips of your music provided** - You no longer have to send us the excerpts - we create them!. **NOTE:** We have recently gone back and created MP3 clips for older titles as well, so if your CD didn't feature clips before, it probably does now.
- **Links to your group's web site, MySpace and/or Facebook profiles** (if provided to us) will be provided on your CD's product page.
- Listing in our comprehensive **online College Group Directory** (coming soon). More links to your site help your Google search rankings!
- You will have the opportunity to **earn an additional 5% of any sale coming from your site** by being automatically added to our **affiliate program** (see http://www.a-cappella.com/category/affiliate_program for more information.) Basically, you get to double-dip!
- **Easy BOCA submission** – send me an e-mail and I'll just take two CDs from your inventory with us and put them alongside other mailed-in submissions. No extra postage, no deadline panic. That was easy!

SELLING DOWNLOADS

Remember that we are also in the download business, as we sell MP3s as well as CDs. In fact, paid BOCA downloads alone have topped the 8,000 mark since making them available a year ago. There IS a market, folks, and we can feature and direct traffic to your downloads right alongside your CD. That means even EASIER money for you - no CDs to ship!! See http://www.a-cappella.com/category/digital_downloads for complete program information

We're gearing up for another decade of tremendous growth in college a cappella, and look forward to sharing in that growth through our business relationship with your group. Should you have any questions regarding this change, or about working with A-Cappella.com in general, please don't hesitate to get in touch.

My email address is amy@a-cappella.com

My AIM screenname is islandsinger32

My Yahoo Messenger screenname is hosenose29

My Windows Live Messenger handle is [amyb@panax.com](http://www.myspace.com/mainemomma)

And finally, my MySpace page is <http://www.myspace.com/mainemomma>

So you've got plenty of opportunities to tag me, folks. :) Use 'em!

Many regards,
Amy Briggs, A-Cappella.com