

# Audiolife Powers Direct-to-Fan Distribution of “My Generation Remix,” Advertised During Super Bowl XLIV by FLO TV and Dipdive

Monday February 08, 2010 - 14:49 PM EST

Source: [Business Wire News Releases](#)

Author: [Audiolife](#)

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[Audiolife](#), the leader in direct-to-fan e-commerce, made its own Super Bowl history yesterday by powering the digital distribution of "My Generation Remix" available at [Dipdive](#) and advertised by FLO TV during Super Bowl XLIV.

FLO TV brought together the iconic rock band The Who and the acclaimed superstars will.i.am and Slash for a memorable piece titled "My Generation Remix," and introduced it as part of its Super Bowl advertising campaign. Fans can [download the song](#) for \$1.29 at <http://mygeneration.dipdive.com/ecommerce>, and all proceeds benefit Haiti Earthquake Response Efforts through Oxfam America. Audiolife powers the digital distribution of "My Generation Remix" and serves as the exclusive digital e-commerce engine for Dipdive.

"It's an exciting time in the industry, in which artists and fans can come together in real time to share experiences and use their collective resources to celebrate music and support causes," said Brandon Hance, founder and chief executive officer, Audiolife. "This event will provide an open forum to discuss how technology – specifically direct-to-fan e-commerce – can be used to modernize and monetize the music industry while raising funds for critical relief efforts."

Audiolife's technology platform is an engine driving the direct-to-fan business model popular among independent musicians and music labels, music marketing professionals, promoters and others in the music industry. The Audiolife e-commerce model encourages artists to control the design, distribution and marketing of their music while creating a direct relationship with their fans through unique digital and physical product offerings.

## About Audiolife

[Audiolife](#) is the leading direct-to-fan e-commerce platform that empowers independent artists and record labels to cost-effectively make money by selling CDs, merchandise, digital downloads and ringtones with no upfront inventory costs. The first-of-its-kind e-commerce platform facilitates selling products "on-demand" directly to fans via portable storefronts on Web sites, blogs, and social networks. No other platform, specifically created for artists, provides a worldwide, one-stop-shop solution for custom promotion, manufacturing and distribution.

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