

# For Immediate Release

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## **Decent Xposure Compilation to Feature the Best in Unsigned Talent**

Cleveland, August 26—When two young and hungry record executives get together to brainstorm about their respective side projects, the idea for a new venture is bound to result. Such is the case with **Decent Xposure**, a compilation CD to be released in September by Cari Gelber and Ben Hordell of Everfine Records, the label that launched the very successful college-touring band O.A.R. Oval Opus, a Cincinnati-based rock band managed by Gelber, and The Low Life, a band from the DC area that Hordell consults for, were the reason for the brainstorming session and the first artists to be included on the compilation.

The idea behind **Decent Xposure** is to cross-promote its artists in each home market represented. Armed with a retail and street team distribution plan, **Decent Xposure** has carefully selected bands that are touring regionally and gaining new fans every day, with hopes that the individual fan base of each will grow and compound rapidly. The initial pressing of 15,000 CDs will be divided among the artists and used as promotional tools at college campuses, concert venues and retail outlets. In addition, Discoveringartists.com, an online community of tastemakers, will feature **Decent Xposure's** artists during the month of September.

In addition to managing Oval Opus, Cari Gelber handles tour marketing and event production for Everfine Records. She has a marketing degree from Pace University, where she supplemented her studies by getting involved in the music industry on many levels, including starting her own booking agency, CMG Artists. Gelber has also written for MTV.com, was Street Team Coordinator for Takeoutmusic.com, and did college promotions for Elektra Records. Her career in the business began as a freshman in high school, as an intern for the Red Hot Organization, a non-profit record label that donated its proceeds to AIDS charities.

Ben Hordell handles street team coordination, lifestyle and youth culture marketing, and radio promotion at Everfine Records, where he began as an intern and regional promoter for O.A.R. Having graduated from Miami University with honors in management and marketing, Hordell also started his own business during college, Miami Music Promotion. His career started at the age of 14 by helping to promote local and regional bands, subsequently becoming a street rep for It's a Gas Marketing

and Takeoutmusic.com.

Artist listing for Decent Xposure's inaugural release:

1. Ari Hest (New York, NY) [www.arihest.com](http://www.arihest.com)
2. Oval Opus (Cincinnati, OH) [www.ovalopus.com](http://www.ovalopus.com)
3. Pete Schmidt (Atlanta, GA) [www.peteschmidtmusic.com](http://www.peteschmidtmusic.com)
4. The Low Life (Washington, DC) [www.thelowlife.net](http://www.thelowlife.net)
5. Ingram Hill (Memphis, TN) [www.ingramhillmusic.com](http://www.ingramhillmusic.com)
6. Mer (Chicago, IL) [www.merplay.com](http://www.merplay.com)
7. Brendan Breen (Cleveland, OH) [www.brendanbreen.com](http://www.brendanbreen.com)
8. Good Brother Earl (Pittsburgh, PA) [www.goodbrotherearl.com](http://www.goodbrotherearl.com)
9. Julius Bragg (Kalamazoo, MI) [www.juliusbragg.com](http://www.juliusbragg.com)
10. Ordinary Peoples (Columbus, OH) [www.ordinarypeoples.com](http://www.ordinarypeoples.com)
11. Averi (Boston, MA) [www.averimusic.com](http://www.averimusic.com)
12. Melbourne (Raleigh, NC) [www.melbourne-hq.com](http://www.melbourne-hq.com)