



FOR IMMEDIATE RELEASE

MANDY MOORE AND EVENTFUL, INC.
LAUNCH “EXTRAORDINARY” CAMPAIGN

Online High School Competition Awards Graduation of a Lifetime to Fans

LOS ANGELES, CA - Eventful, Inc., the leading global events web site, and multi-talent Mandy Moore announced today a dynamic collaboration with the launch of the ‘**Extraordinary**’ campaign. This innovative online competition provides an opportunity for creative high school students to win a performance by Mandy Moore at their graduation.

“Extraordinary,” the first single off Moore's highly-anticipated new album, *Wild Hope*, marks Moore’s debut as a songwriter in addition to being a celebrated performer. In support of the album set to release this summer, Moore is using Eventful's Demand service to connect with her fans and provide a rare opportunity for high school graduates to connect with their favorite artist as they embark upon the rite of passage of graduation.

Launching today and running through March 31, fans can Demand Mandy Moore in their city by visiting any of the following web sites:

www.eventful.com/mandymoorecompetition or www.myspace.com/mandymoore.

The top ten most Demanded cities will then get the opportunity for their respective high schools to compete for Mandy Moore to perform at their high school graduation by submitting a video about what makes their school "Extraordinary." This contest serves as an opportunity to inspire youth across the country to creatively express what collectively make their lives undeniably unique. **Video submissions from high schools in the top ten Demanded cities will be accepted from April 1 until April 30. The winning high school will be announced in May.**

“We are so excited to help Mandy Moore’s fans win the chance to have her perform at their high school graduation,” said Eventful CEO Jordan Glazier. “Eventful Demand is all about connecting the fans with their favorite artists and this in an “Extraordinary” way to do it.”

The Eventful Demand service is transforming the music and entertainment industries by empowering fans to influence the tours of their favorite performers - all with the click of a button. Fans come to the Eventful web site, create Demands for any performer, and then use Eventful’s viral, grass-roots tools to spread the word and get other fans to join in and attract the performer to their city, while performers are using the service to directly connect to their fans. The Demand service can be found at the Eventful web site (www.eventful.com/demand) as well as on the MySpace pages,



official web sites and fan sites of thousands of performers who are using the service, including many of today's most popular musicians and comedians.

About Eventful, Inc.

San Diego based Eventful, Inc., operates Eventful.com, the leading events website which enables its community of users to discover, promote, share and create events throughout the world. The company's underlying technology platform enables sharing, feeds and event data syndication to other websites, blogs, calendars and partners.

About The Firm Music

In July 2006, entertainment talent management company The Firm and EMI North America announced the launch of Firm Music, a unique artist-friendly venture, which has taken the unprecedented step of splitting all revenues with artists signed to the company rather than the traditional royalty structure. EMI will distribute Firm Music in the U.S., and has licensing rights for the rest of the world.

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