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## Former INCUBUS Bassist and business partner launch new music network for videogames

*Global audience embraces world's first in-game radio network*

LOS ANGELES -- From big cities to small towns across the US, Australia and Europe, the general consensus seems to echo this poignant message from an active gamer in Denmark: "I just wanna say thanks for this HUGE step in the videogame industry - Been missing this for a very long time ... 1000 thumbs up! - keep up the good work!"

**TRACTION RADIO** was conceived and developed by Alex Katunich, a former Sony recording artist with multi-platinum rock band, **INCUBUS**, and entrepreneur and marketer, Chris Wilkinson.

Katunich and Wilkinson developed the idea for a 24-hour music network with multiple choices of audio for gamers after two years of working as a music production company for videogame publishers.

It solves an annoying issue that affects the world's 200+ million avid and casual PC gamers.

"If you're going to spend 80+ hours a month playing a videogame, the in-game music gets really boring and redundant," explains Katunich.

**TRACTION RADIO** is a unique, free service which delivers CD-quality tunes from today's hottest artists and breaking bands directly to the desktops of PC gamers around the world.

It features a flexible, light interface and customizable hotkeys which allow users to optimize it as a soundtrack to their favorite PC game. "You can tailor the music that you're listening to the kind of game you're playing or the mood you are in," says Wilkinson. "The choice is up to the listener to create the mood of the environment."

The **TRACTION RADIO** application, which is less than 6 megs in size, sits in the background of any PC game and is streamed at a low, non-interrupting 32k bit rate. Hotkeys – accessible from within any gaming environment -- allow users to change channels, rate songs, adjust volume and more -- all without slowing down gameplay.

It is compatible with 100% of all PC games, and the current interface can support up to 50 channels. Sponsor messages are seamlessly integrated into the radio broadcasts as branded entertainment or value-added promotions keeping the music "commercial-free" and the service free to all consumers.

The player is currently available to the gaming industry under a beta test and may be downloaded for free at <http://www.tractionradio.com>.



### About STICKMAN Entertainment

STICKMAN Entertainment, Inc. was founded on the principal that excellent music can and should be the driving force behind new products in the entertainment industry. This belief seeks to destroy the idea of music as an afterthought to the visual medium. STICKMAN looks to enhance the entertainment experience by creating original music that helps propel the audience further into the game they're playing, the commercial they're watching, or the movie they are dying to see.

### About Alex Katunich

Alex Katunich -- also known to alternative rock fans as "Dirk Lance" -- was a founding member and bass player for the alternative rock band INCUBUS through the 12 years of the group's rise to fame and multi-platinum success. In 2002, Katunich founded STICKMAN Entertainment and created music for video games such as *Red Faction*, *MotoGP 2*, *WWE Smackdown* and more. Recently, he has also started working with jam/funk band Willie's Nerve Clinic.

### About Chris Wilkinson

Chris Wilkinson is co-founder of STICKMAN Entertainment and a serial entrepreneur and marketer who founded his first company when he was 17. A graduate of the Annenberg School for Communication and the Thornton School of Music at the University of Southern California (USC), Wilkinson was the team leader for the implementation of the TRACTION vision as it emerged from a good idea to a good business model to an actual working product.

## Quick Facts about TRACTION RADIO

- \* TRACTION RADIO is a completely independent third-party media player
- \* Fully compatible with all PC games
- \* Free music service
- \* Interface supports up to 5 music genres
- \* Each genre has up to 10 levels of intensity to fit gaming environment or mood
- \* Low 32k bit rate stream
- \* Customizable hotkeys allow users to adjust the player in-game without interrupting gameplay
- \* Listeners can rate songs and influence playlists
- \* Listeners can recommend songs and service to friends
- \* Product placement and added-value promotions run in lieu of standard commercial spots
- \* Out of game experience includes adjacent video window for video and rich media content