

FOR IMMEDIATE RELEASE:

My Hound Media Announces Launch of MyHound.com - Site Gives Users Customized Entertainment Alerts On Demand

Free, personalized e-mail alerts about favorite performers and artists - One-stop shop for popular and niche categories

NEW YORK, N.Y. - May 30, 2007 (SEND2PRESS NEWSWIRE) -- My Hound Media, Inc. announced today the launch of the beta version of MyHound.com, a website where users sign up for e-mail notifications of new CD and book releases, concerts, tour dates, and other events related to their favorite artists - from famous rock stars and bestselling authors to indie bands, unknown actors and niche writers.

\*(LOGO: Send2Press.com/mediaroom/07-0530-MyHound\_72dpi.jpg)

The company's services are based on the belief that consumers are devoted to their cultural interests and eagerly anticipate news related to their favorite artists. MyHound.com is currently seeking funding for a major launch.

MyHound.com provides:

- \* Free and easy sign-up
- \* Book, CD, DVD, & video game recommendations
- \* Regular e-mail alerts
- \* Calendar of upcoming events

"MyHound.com's strategy is to focus on the passions of its users," said Ardy Khazaei, President of My Hound Media. "They no longer have to worry about missing a new release from a favorite artist or author - MyHound.com will alert them, giving them peace of mind and control over the information that they receive. In addition, our breadth of coverage across entertainment categories gives our users the convenience of a 'one-stop shop,' and keeps them coming back for more."

MyHound.com solves two problems in the cluttered online information environment. First, consumers want relevant, accessible and accurate information about their particular favorite artists- personalized rather than generic or irrelevant. This need is particularly acute in the case of lesser known artists and performers who form the "long tail" of their industries. Second, marketers seek greater accuracy and effectiveness in reaching specific, targeted audiences. MyHound.com serves both needs by going beyond just blockbusters and bestsellers; users can sign up for notification about any musician, writer, filmmaker, actor-even video game developers. The entire entertainment vista is now available at one portal.

My Hound Media was founded by Ardy Khazaei, a media industry executive with experience in traditional and digital media, as well as management consulting.

More information: <http://www.myhound.com> .

Send2Press(R) is the originating wire service for this story - [www.Send2Press.com](http://www.Send2Press.com)

NEWS SOURCE: My Hound Media, Inc.

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