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OM LANDS EVENTS SPONSORSHIP DEAL WITH PEPSI

San Francisco, CA – Om Records announced today a sponsorship deal with Pepsi. The partnership, which will promote Pepsi’s music download arm “Pepsi Stuff”, will commence on October 4th with an Om Records showcase at Mezzanine SF. The showcase, titled “Love is a Trip” is an official event for the San Francisco Love Fest, a music festival expected to draw 70,000 people.

“We’re thrilled to have Pepsi on board, “ says Om CEO Christopher Smith. “It’s exciting to partner with such a major brand for Om events”.

Pepsi’s Pepsi Stuff campaign is the largest promotion in their history and includes points with 4 billion of its products that are redeemable for up to \$1 billion in prizes, including songs from Amazon's MP3 store.

Pepsi’s endorsement furthers Om’s reputation as a world wide leader in cutting edge lifestyle events and marketing. Pepsi joins a list of brands that have partnered Om in 2008 including Banana Republic, Adidas, Jansport and social networking giant iMeem.com.

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