

For Immediate release:

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**ROCKETMONSTER.COM A CUTTING EDGE MUSIC VIDEO FILM FESTIVAL
WHERE VIEWERS PICK THE WINNER!**

Detroit, July 2009 – The Crofoot and 323East, two Detroit area businesses known for their creativity, have teamed up to put a new twist on the traditional film festival. RocketMonster.com is an online music video film festival where the viewers choose the winner. The winning video receives the grand prize package including \$500 cash, \$500 custom merchandise provided by Konquest, 1 year text messaging marketing service provide by Fyremobile.com, and more!

The contest is simple. Filmmakers or musicians who have a music video visit the site, and enter their film(s), bio, and other related materials; immediately their film is accepted into the festival for viewing around the world. Then its up to the filmmaker to promote their film via the social networking tools of their choice.

Viewers watch the films, and choose which music videos are worthy of their votes.

The 10 films with the most votes by midnight on October 4th, 2009, plus 10 official festival selections chosen by the festival staff, totaling 20 videos, are entered into the lightning round. During the lightning round contestants must find new and innovative ways to get more votes for their video. The music video with the most votes by the end of the lightning round (November 5th 2009) wins the grand prize package.

Dan McGowan of the Crofoot says, “If you have a music video upload it now, if you don't we encourage people to team up and be creative, if you sing, have a band, or make music on your laptop, use your webcam or break out your old video camera. There is no reason not to make a quick music video and enter the festival, keep in mind the festival is judged by viewers on the Internet, so your music video must grab their attention; it must be unique.”

323 East’s Dan Armand says of the contest, “It's a perfect fit for us. collaborating with The Crofoot is a great opportunity to creativity blend art and music; creative culture has few limits.”

323 East art & fashion boutique is a collection of creative energy materialized in a mash-up of art, culture, lifestyle and fashion. Located in Royal Oak, MI, 323 East offers handcrafted works by more than 100 artists from around the world. Join the community, shop and interact online at: www.323east.com.

The Crofoot is South East Michigan's most dynamic live music venue. Opened in September 2007 the Crofoot has produced over 700 live events (including appearances by First Lady Michelle Obama, Bill Cosby, John Waters, and musical performances by Jimmy Eat World, The National, RZA, Ratatat, Girl Talk, The New Pornographers, Deadmau5, Craig Owens, Method Man & Redman, Mastodon, Stars, Band of Horses, Vampire Weekend, EL-P, 3OH!3 and more).

For more information visit: www.thecrofoot.com.

Ohm Creative Group (www.ohmdigital.com) was recruited to design, program and manage the contest.

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