

46bliss

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For immediate release

Who says a band needs a record deal to get ahead? Who says they even need to get together to make an album?

Certainly not 46bliss. They're seeing all kinds of success with a CD they produced much of without ever being in the same room at the same time, and without any label or distributor to help them.

Titled simply "**46bliss**", songs from their second CD have already found its way onto two prime-time TV shows: "Veronica Mars" on UPN, and "Jonny Zero" twice on FOX. A third show, "Joan of Arcadia", is using a song for a DVD release. They're on a national television commercial.

And now the song on Veronica Mars is being featured on the Sountrack CD coming out September 2005.

"Why go on tour or even try to get on college radio, when three million people can hear you in one night on a TV show?" asks Jack Freudenheim, who, besides drumming and co-producing, designed the cover art and web site for the band. After each television airing of their song, the band members found fan sites for the shows and let their members know who 46bliss were and where to find their music. Their online guerilla marketing techniques earned them many new fans.

The CD is selling briskly on **CD Baby**, the indie-music superstore. And **mp3tunes.com**, a new iTunes-like site which stocks only CD Baby's inventory for downloading, has seen 46bliss rise up its charts. As of the beginning of August, **their CD was #1** and they had **five out of the top 10** songs on the song chart, out of a total of 341,000 songs for sale on the site. Their music is also for sale at iTunes, Rhapsody, Napster, Emusic and Real.

The song "In A Long Time" is currently being given away for free download at download.com.

Meanwhile, the company Rock River Music, who create the "branded" CDs you see on the counter at stores like Pottery Barn and Williams & Sonoma, licensed the song "In A Long Time" for a compilation for guests at the ultra-

luxury Conrad hotel chain.

Rock River also commissioned 46bliss to remix the classic Mahalia Jackson version of "Silent Night" for a compilation sold at Old Navy stores last December. The CD and the new genre of Christmas remixes were covered on the front page of the Washington Post, which mentioned 46bliss prominently.

Never in the same room? David, Clare and Jack produced their first CD, "**pistachio home**" in their apartments while they all lived in Manhattan. But after that, Jack moved to northern suburb Katonah, while David and Clare each relocated to Brooklyn. After jamming and writing the core elements of the songs together, logistics broke down, but by pairing up at times and using the Internet to send files back and forth, they produced the CD over a painstaking three-year period. "We were forced to be creative in new ways," says Jack. "I ended up doing most of my share of the programming and producing on my laptop with headphones on the commuter train to New York every day."

Keeping meticulous records in their database of contacts, Canadian-born Clare Veniot (who shares vocal duties with keyboardist/programmer David Cooper) has made many of the contacts for the band, starting by email then following up with phone calls.

At the same time, David Cooper has found doors opening thanks to contacts he made co-writing and producing a children's play and CD titled "Captain Gravy's Wavy Navy: Where's the Moon?" which was a hit at the 2003 New York Fringe Festival.

The 46bliss CD features a number of wonderful guest artists, including bassist Mike Vesciglia, longtime musical associate of Suzanne Vega and Dar Williams, and downtown guitar hero David Tronzo of Spanish Fly fame.

What's next for 46bliss? They're going to celebrate the Veronica Mars soundtrack release by performing at Satalla, Temple of World Music in NYC on September 27th at 7:30.

"Most importantly, we're heading back into writing mode," says Clare. "After all, that's what it's all about at the end of the day."

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