



Media Release

GrassRoots launches interactive online game for country recording artist Stephen Cochran

"Thinkin' I'm Drinkin'" game lets users be "virtual drinking buddies" with the artist.

Nashville, Tenn. -- July 14, 2008 -- GrassRoots Promotion has released the public beta for its latest interactive game project, [Thinkin' I'm Drinkin'](#), a custom Flash application based on the new single of the same name by rising country artist [Stephen Cochran](#). The online game (www.thinkinimdrinkin.com), invites users to upload their own photos into the game interface to be "virtual drinking buddies" with the artist. A built-in email function allows the user to send a message to a friend to share the experience.

"This game allows Stephen to connect with his fans in an unexpected way, while building word-of-mouth awareness that will take his music to a bigger audience," said GrassRoots Marketing Director Jim Alderdice. "We are always looking for ways to effectively bring innovative digital promotions into the marketing mix."

Earlier this year GrassRoots created the [BamaJam Showdown](#) trivia game application for the successful [BamaJam Music & Arts Festival](#) in Enterprise, Ala. The game was co-branded for more than two dozen media partners as a vehicle to drive localized ticket giveaway promotions.

About GrassRoots Promotion: Founded in 1997, GrassRoots was the first Nashville promotion company to focus on promoting music to the hundreds of "secondary" country radio markets, i.e., radio outlets in markets outside of the top 150 U.S. DMAs. GrassRoots' artist services now include artist radio tours, HTML email campaigns, on-air contest promotions and the development of custom web-based applications. The company's clients include both major labels and dozens of leading independent artists.



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