



THIS JUST IN

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THE GIG GUIDE: AS SEEN ON CNN.COM, AND NOW, PEOPLE.COM

ThePalestra.com LIVE MUSIC CALENDAR 'THE GIG GUIDE' content is now available every day on the heavily trafficked People Magazine website – a direct link is provided to viewers on each News page of the pop culture website. The link invites viewers to click through to see the day's "Live Music Line Up"

<http://www.people.com/people/news/0,,00.html>

ThePalestra.com Music – The Gig Guide:

Featuring the best live independent music from coast to coast. Regional (East, West, South, Midwest) ThePalestra.com Music Reporters pitch a short list of bands worth a look, and listen.

The Gig Guide is produced daily and posted on site in plenty of time for proper planning. Palestra student reporters know first hand that music fans are smart and savvy. The Gig Guide serves to engage the students in the process of uncovering new bands; recommendations are encouraged, hot-tips are welcomed. Live audio and video and in-depth profiles are posted for each band featured in The Gig Guide.

Produced by ThePalestra.com, an innovative web and wireless community creating and delivering broadcast quality sports, music, fashion and entertainment content, all from a specifically college campus point of view.

ABOUT ThePalestra.com

ThePalestra.com is a go-to portal for teens and young adults who follow college culture. It's where students go for a fresh perspective on campus trends; it's where they go to sample streaming audio and video content broadcast from colleges coast to coast. Student reporters on more than 60 American campuses – from Akron to Northwestern to Yale - are chosen to represent their schools on camera. At its' core, ThePalestra.com is a network of paid, student reporters and contributing editors-at-large who collect, produce, package, and deliver broadcast quality cultural segments. It's the Disney Channel for students. It's a blend of traditional media and YouTube.

Experienced Producers in the home office at The Business and Technology Center on the campus of Ohio State University in Columbus, OH supervise, select and upload the final product. ThePalestra.com blends "old school" journalism with citizen journalism. If you are a student athlete, artsy, musician, linguist, techie or even a comedian, it's the perfect place to keep pace with all things American College Campus trendy.

www.ThePalestra.com content is also broadcast via CNN.com and throughout the CNN distribution system including handheld devices. Student reporters are chosen for their professionalism and commitment to quality journalism. They are dedicated, bright and ambitious. They are chosen for their ability to translate news from a college perspective to a wider audience. They are the next generation of broadcast television talent.

This innovative web and wireless community is the home of Gig Guide, Dining With Dawn, The Look, Palestra Music, Cost on Campus and much more.

Pa-les-tra – from Greek meaning "a public place for training and practice."

www.ThePalestra.com

