

**:::FOR IMMEDIATE RELEASE:::**

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**SIDEHATCH ENTERTAINMENT Unveils DIY Artist Development Software at SXSW 2010!!**

Sidehatch Entertainment is proud to announce the highly anticipated Indie Ambassador software platform. Indie Ambassador empowers the independent music industry by providing the management and networking tools necessary to build transparent, sustainable careers. Working quietly for over a year, Indie Ambassador continues to be developed behind closed doors at the Sidehatch headquarters in Boston, MA. The company recently embarked on a 4000 mile, transcontinental trip to unveil their software platform at South By Southwest in their vegetable oil-fueled bus, burning less than one tank of diesel in the process.

Upon arriving in Austin, they unveiled a preview of Indie Ambassador and launched the Alliance Campaign, a cornerstone of the platform. Once complete, the IA Alliance will house the first comprehensive review database of venues, companies, and instruments for the music industry. While at SXSW, Ben & Chris, founders of Indie Ambassador and recent graduates of Berklee College of Music and Northeastern University, co-presented multiple events and held impromptu demos and focus groups directly from their bus which they announced on foursquare and twitter. In the coming weeks select artists and industry professionals will be granted invite-only access to the pre-beta site, while the public beta launch is anticipated later this Summer. A video highlighting their travels is in production and will be released shortly. Until then, enjoy this [preview!](#)

For more information on INDIE AMBASSADOR, please contact [press@indieambassador.com](mailto:press@indieambassador.com)

**About the company:**

SIDEHATCH ENTERTAINMENT GROUP is a Boston-based artist development, management and marketing company, holding multiple brands in the entertainment industry. Through managing artists, producing a reputable music catalog and lifestyle magazine, running a small fleet of veggie-fueled tour buses, and leading alternative marketing and educational campaigns, Sidehatch has effectively positioned themselves within the independent entertainment industry. Since 2004, Sidehatch has earned a reputation as a progressive and dedicated ambassador to the arts.

Indie Ambassador is a product of this endeavor with career tools that contribute to the betterment of the arts while providing structure and transparency to the independent music industry. Indie Ambassador allows musicians and their representatives to manage their careers through a fully secure, online platform. More information is available upon request.

For more information or interview requests, please contact:

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