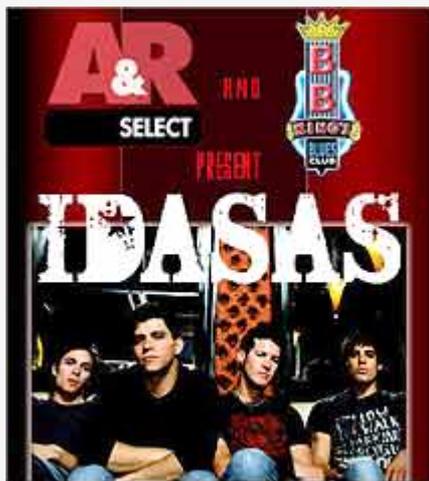


AR Select Announces Battle of the Bands Winner at BB King's!

HOLLYWOOD, Calif. – June 26 (SEND2PRESS NEWSWIRE) – A&R Select (www.arselect.com), a full service artist development and marketing firm for independent artists and bands announces that IDASAS from Redlands, California, has won the 2007 Battle of the Bands competition at BB King's, located at Universal's Citywalk.



For the past twelve weeks, over eighty local and regional bands performed for an industry panel of well known record labels, music supervisors, managers, music directors, and publishers. A cash prize of \$2,500 was awarded to IDASAS, who will also receive local airplay on KROQ-FM ("K-Rock"), L.A.'s top alternative radio station.

"We're ecstatic with the success of this competition," said Mike Burns, CEO and Creative Director of A&R Select. "The support from the industry and amazing panelists who participated provided a weekly showcase environment that is much needed in this city. We look forward to making this an ongoing promotional platform for aspiring bands and artists to gain industry exposure."

The next season of artist showcases will be moved to a yet to be disclosed venue on Los Angeles' famed "Sunset Strip."

In addition to IDASAS, three runners-up from the BB King's event (Dominic Balli, Everyday Tragedy, and Goodbye Elliot) received a free one-year membership to A&R Select (a \$500 value), where their music will be considered for licensing deals for film, TV, video games, commercials, and record labels. Members of A&R Select also receive a bio, image consultation, and the popular A&R artist store where they can upload and sell their music on-line keeping 100% of their earnings.

Event sponsors included: Send2Press(R) Newswire (www.send2press.com), a unit of Neotrope(R), one of the leading affordable news distribution services for small-to-medium businesses (SMB) in the tech field and entertainment industry; Music Saves Lives(TM) (www.musicsaveslives.com), a conduit between

music, entertainment and important life-saving organizations which has grown to be a trusted source for young individuals that care about life-saving issues and use Music Saves Lives to find the way to give back and reap entertainment benefits; and Music Industry Newswire(TM) (www.MusicIndustryNewswire.com), a portal for music news and industry articles including indie CD music reviews.

For more information on A&R Select, check out their website at www.arselect.com.

A&R SELECT, 8286 Santa Monica Blvd., West Hollywood, CA 90046, USA.

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