

For Immediate Release

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“Anjuno.com, the World’s First Pick-Your-Price Digital Media Community.”

Anjuno.com is the world’s first pick-your-price digital media community.

Anjuno is a website where artists can post their music, books, and games for free. This art can be enjoyed and downloaded by fans at whatever price they want to pay. There are no minimums or maximums – a fan can pay nothing, a penny, a dollar, \$100 - anything.

“Anjuno is designed to help artists find an audience, and to hopefully make some money in the process,” says the website’s founder, Neal Vasilak. “It also allows fans to discover new art without running into a price barrier.”

Anjuno challenges the way digital goods are bought and sold.

With Anjuno’s pick-your-price model, everybody wins. Fans no longer need to pirate, since everything on the website can be had at whatever price they want to pay.

And, since Anjuno takes only a small fee on payments (15%) artists receive more profit than they’d get through traditional distribution sites. For example, on iTunes an artist receives about a dime on a 99 cent song purchase. If a fan purchased that same song for the same price on Anjuno, the artist would get 85 cents.

“Anjuno is very much the business model of the future for all artists online,” says marketing blogger Charlie Hoehn, the author of Recession Proof Graduate.

Fans can join Anjuno for free, and can add as little as \$1 to their account using a credit card or paypal.

Anjuno’s official launch was in August 2009. It already features artists from Canada, Russia, and all over the U.S.

Anjuno was founded by Neal Vasilak, an aerospace engineering graduate from the University of Maryland. Vasilak is passionate about the marketing and economics of digital goods through the internet.

Anjuno’s newest feature, Friendships, allows fans and artists to chat about upcoming projects as well as likes and dislikes. Friendships also lets fans share their favorite songs, books, and games with each other, encouraging people to find new art.