



MERLINMOON - STONED BY DREAMS ALBUM

Single: "Poppy Fields"

Album Release Date: June 10, 2008

I. MYSPACE CHARTS/VIEWS (as of 6/22/09)

- **California Psychedelic Chart** #13
- **California Alternative Chart** #49
- **Overall Psychedelic Chart** #54
- **Plays** 800k
- **Profile Views** 1.7M+

II. ALBUMS SOLD

MEDIA	METHOD	QUANTITY
Physical Albums	Direct Sales/Live Shows	2500+
Digital Dropcards	Direct Sales/Live Shows	1000+
iTunes Downloads/Streaming	Tunecore	300+

III. WEB HITS – www.Merlinmoon.com

- Over **10k** unique visitors, represented from all over the world (**US, Canada, Europe, South America, Australia, Central America, Middle East, Africa, Asia**)
- **Top 12 Markets Based on Web Hits:**
 - **UK**
 - **Venezuela**
 - **California**
 - **New York**
 - **Spain**
 - **Massachusetts**
 - **Florida**
 - **Mexico**
 - **Virginia**
 - **New Jersey**
 - **Texas**
 - **Illinois**
 - **Italy**

IV. SELECTED VIDEO ROTATION – “Poppy Fields”

- 27 Adds to Regional and National Video Airplay Stations, Reels and Online Outlets

OUTLET	TYPE	DESCRIP	SCOPE	VIEWERSHIP	OTHER ACTS
9:30 Club	Club	Video Reel	Regional – DC		
A&R Channel	TV	VOD Cable	Regional – LA	13M Homes	B52s, The Cool Kids
American Chart Show	TV		Regional – LA & SE Asia	5M Viewers	KellyRowland, Buckcherry, Panic at the Disco, Jordin Sparks
AOL Music	Online	Video Library	National		Various
Billboard.com	Online	Video Library			
Evision/Billboard DJ	Retail Pool	Clubs, Retail, Cruise Ships	So Cal		The B-52s, Ryan Cabrera, The Cool Kids
Eye Music Network	TV		Regional – GA	5.2M Households	
Fuse on Demand	TV	Video Library	National	18M Homes	Avril Lavigne Death Cab for Cutie, Paramore
Indy’s Music Channel	TV		Regional – IN	675k Viewers	
MHz Networks – “Strictly Global”	TV	Cable & Digital	Regional – SF, CHI, DC	14M Homes	Bloc Party, B-52s, The Cool Kids,
PowerPlay Music TV	TV		National	17.8M Viewers	
Promo Only	Retail Pool	Areans, Rest, Cruise Ships	National		
RnR TV	TV	Cable	Regional – MD	1.5M Viewers	Ryan Cabrera, SXSW, B-52s
Roxwel.com	Online	Video Library	National		Rock, Indie, Metal
Ruckus.com	Online	College Students	National	20M Students	
Screen Play	Retail Pool	Retail, Clubs, Rest	National	300M/month	
SingingFool.com	Online	Video Library	National	1.5M visitors	
StimTV.com	Online	Streaming Vid	National		
Taylor Production Broadcast	Retail Pool	Bars, Gyms, Hotels, Homes	Regional – FL, NJ, OH	150k Homes, 1000+ Retail	
The Review	TV		Regional - MN	1.2M Viewers	The Last Goodnight
TVFuntime.com	Online	Video Show	Regional – TX		
UnheardTV	TV		Regional – FL	55k Households	Bloc Party, B-52s, The Cool Kids, Chemical Brothers, Paul Van Dyke

Video Hits	TV		Regional – NY State	800k Viewers	Gavin DeGraw, The Last Goodnight
Video Jam	TV	Local Access Cable	Regional – MA, CT, NH, GA, CA, ND	300k Households Total	
VME Media / PulseTV	Retail Pool/TV	Retail, Clubs, Bars, Hotels	Regional – Vegas & CA	5M viewers/mo	
XYZMp3.com	Online/Mobile	Streaming Vid	National		Ryan Cabrera, B-52s
Yahoo Music	Online	Video Library	National		Various

V. SELECTED COLLEGE RADIO AIRPLAY – “Poppy Fields”

Listing By State:

- **Connecticut** (WRTC-FM8)
- **Georgia** (WREK-FM9)
- **New York** (WFTU-AM1,
- **Oklahoma** (KRSC-FM91)
- **Philadelphia** (WMUH-FM9, WYNE-AM1)
- **Texas** (KSYM-FM9)
- **Vermont** (WGDR-FM9, WNCS-AAA)