



## Press Release

### Earthworks Entertainment Announces Record Label & Artist Management Company.

July 7, 2009

Earthworks Entertainment, Inc. (EWKS-PK) today announced today that it is projected to launch Earthworks Music, Inc. in the first quarter of 2010.

Earthworks Entertainment CEO Steven E. Humphries said, "This is a natural direction for the company, as we feel there are tremendous opportunities in the recording and artist management industry. With the major labels downsizing over the past few years, there are numerous well-known niche artists with no label and no management. In fact there are several acts that have albums produced and ready for release, but now are in the situation of not having a label. Earthworks Music will be a perfect fit for many."

Buckeye Epstein, Earthworks COO, commented, "Earthworks Music will be an independent boutique label & management firm with a goal to sign six to eight artists in 2010. We are currently in discussion with a major music industry producer to come on board to launch Earthworks Music. We expect to come to an agreement in the next few weeks."

The recording industry is an \$8.5 billion annual U.S. business. The industry has suffered in recent years due to the advent of the Internet and file sharing websites whereby consumers can download music free of charge. This paradigm shift has resulted in wholesale operational changes by the dominant record labels whereby the emphasis is now on "digital mediums." This shift creates an opportunity for independent labels to emerge and compete on a level playing field.

The statements contained in this press release that are not historical facts are forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 ("the Securities Act"), as amended and the Private Securities Litigation Reform Act of 1995. Such forward-looking statements may be identified by, among other things, the use of forward-looking terminology such as "believes," "expects," "may," "will," "should," or "anticipates" or the negative thereof or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties. In particular, our statements regarding the anticipated growth of the company from our subsidiary divisions, the anticipated longer-term growth of our business, and the timing of the projects and trends in future operating performance are examples of such forward-looking statements. The forward-looking statements include risks and uncertainties, including, but not limited to, the timing of revenues due to the uncertainty of market acceptance and other factors, including general economic conditions, not within our control. The factors discussed herein and expressed from time to time in our filings with the Securities and Exchange Commission could cause actual results to be materially different from those expressed in or implied by such statements. The forward-looking statements are made only as of the date of this filing and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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