



F A C T S H E E T

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Mission:	CountryHound.com provides the best source for country music news, entertainment, information, and fan interactivity. It's a place for fans to have fun. Our editorial mission is to support what's good for the country music industry and fans.	
Executive Team:	Kevin Lorance – founder and president. Former publisher and minority owner of Nashville Business Journal, and Executive VP of MidSouth Communications. Ray Capp – former COO of Ingram Entertainment (\$1B annual sales)	
Business Model:	CountryHound revenue is derived from advertising, merchandise sales, and promotions. Advertising is the primary source of revenue; CountryHound management projects breakeven at 500,000 unique visitors per month, approximately 3% of the people who search for “country music” on Google.	
Differentiation, Competitive Advantage:	Country Hound is the only <i>independent</i> source for information including: <ul style="list-style-type: none">• current country music news• daily pics of stars and their fans• a country music entertainment guide covering broadcast media• links to artist official sites and fan club sites• historical information regarding country music• entertaining features such as trivia, concert reviews by fans, etc.• interactive opportunities for fans to communicate with each other• tour information• insider info from Nashville on the country music industry	
Marketing:	<ol style="list-style-type: none">1. Online marketing – viral campaigns, search engine placement, and cross links2. Cross-promotions with country music radio stations & other industry media3. Promotional items for branding4. Public relations and free publicity	
Web page:	www.countryhound.com	