



QUANTUM COLLECTIVE TEAMS UP WITH WHOLE FOODS AND AMAZON MP3 ON 2013 SOUTHWEST INVASION PARTY

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Come party with Amazon MP3, Quantum Collective and some of our favorite artists on the Whole Foods' rooftop.

ZZ Ward, NO and He's My Brother She's My Sister announced as performers

Los Angeles, Feb 19th, 2013 - Quantum Collective and Whole Foods are proud to announce that they will be teaming up with Amazon MP3 for the annual Southwest Invasion event in Austin, TX during SXSW. Taking place from 10am to 10pm on March 15th and from 11am to 10pm on March 16th 2013 at the Whole Foods headquarters, the event will feature 36 bands over two days. Amazon MP3 offers one of the most complete digital music solutions available, including a growing catalog of more than 23 million songs, low prices on best-selling tracks and albums, and Amazon Cloud Player which lets customers enjoy their music on any Kindle Fire, Android phone or tablet, iPhone, iPod Touch, Samsung TVs, Roku, Sonos, and any web browser.

Last year's Southwest Invasion showcase was a tremendous success, featuring performances by some of 2012's hottest artists including The Lumineers, Imagine Dragons, Nico Vega, Allen Stone, Metro Station, Rachael Yamagata, Quiet Company, The Silent Comedy, The Chevin, Diane Birch, Capital Cities, Air Dubai, Sallie Ford 7 the Sound Outside, Generationals, Sleeperstar, Hey Marseilles and Geographer.

This year's confirmed performers include ZZ Ward, He's My Brother She's My Sister, NO, Blue Sky Riders (Kenny Loggins, Georgia Middleman, Gary Burr), Andrew McMahon (Something Corporate / Jack's Mannequin), Twin Falls featuring Chris Carrabba, Pentatonix, Atomic Tom, KONGOS, Civil Twilight, Delta Rae, Clairry Browne & The Bangin' Rackettes, My Goodness, A House For Lions, The Hush Sound and OK SWEETHEART.

"The Quantum Collective could not be more thrilled to be teaming up with Amazon MP3 for their

sponsorship of a music showcase during SXSW,” says Quantum Collective member Dan Silver. “Last year we were proud to launch our Southwest Invasion event with an incredible line up of 2012’s biggest breakout stars like The Lumineers and Imagine Dragons; with Amazon and Amazon MP3 at our side, we are aiming to continue that trend with performances by amazing artists like Civil Twilight, ZZ Ward, NO, Hey Marseilles, Delta Rae, He's My Brother She's My Sister, Clairy Browne & the Bangin Rackettes and more!”

For announcements, photos and videos of Southwest Invasion, visit www.quantumcollective.com and www.amazon.com/amazonmp3party . Be sure to follow the event on Twitter and Instagram: #amazonMP3party #QuantumParty.

Additional Southwest Invasion Sponsors include O.N.E. Coconut Water, Bohemian Guitars. Strongbow Hard Cider, Barefoot, PBR and IROCKE, Pirate’s Booty. For sponsorship opportunities for the 2013 Southwest Invasion, please contact Allie Shaw at manicmonkee@gmail.com.

About Quantum Collective

The Quantum Collective is an innovative music company that expands awareness for artists and brands through artist and content development, social media marketing, cross-branding exposure and event production during top tier music festivals and conventions. For more information on Quantum Collective, please visit: QuantumCollective.com

The founders of Quantum Collective include Liz Leahy, the CEO and co-founder of Section 101, a company that delivers a dynamic web-based platform that presents simple and effective solutions for music and entertainment brands to manage and maximize their online presence. Section 101 enables clients to create beautiful, personalized websites that are easy to use, while providing a powerful suite of integrated tools designed to organize and leverage their fan base across a growing number of online and social channels.

www.quantumcollective.com

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