

President of the USA Challenges Pandora
Music Gnome Project brings hope to Pandora users

SEATTLE (September 30, 2008) – [nuTsie](#), a leader in mobile and online music, today announced the launch of the [nuTsie Challenge](#) ([nuTsiechallenge.com](#)), which dares listeners to compare [nuTsie](#) to the Pandora music service. The nuTsie Challenge is a creation of nuTsie's elite in-house think tank, the Music Gnome Project.

"We've been working our butts off for the past year to build a killer music experience and we want the whole world to know about it," said Dave Dederer, VP of Business Development at [nuTsie](#) and founding member of Grammy-nominated, platinum-selling rock band The Presidents of the United States of America.

"We think we blow away the competition. Pandora was early to market and so lots of people know about them but I find the service really unsatisfying. We have better song recommendations, a playlist builder, more music, more discovery, more mobile, just plain more.

"I'm hearing Tim Westergren complaining in the press about royalty payments to artists being the straw that will break his back. I'm an artist and I want to get paid. nuTsie's paying just like Pandora and we see a bright future. If Pandora goes out of business, we want to make sure music lovers know there's a great alternative.

"The Music Genome Project sounds cool in theory but I trust my friends and fellow music fans to help me find new music more than I trust some geek in a cubicle.

"While I respect the scientific approach behind the Music Genome Project, music ain't science. Were Miles Davis, Frank Sinatra and Kurt Cobain scientists? I don't think so. Music is magical and strange and unpredictable. More like a mischievous garden gnome than a genome. With that thought in mind, we put together the Music Gnome Project. This summer we sourced a select group of gnomes from the Pacific Northwest's world-famous rainforests and then we locked them in a room for a week and they've come up with something we're calling the nuTsie Challenge.

"We challenge every Pandora user to try nuTsie for one day and then to let us know which service they prefer. You can vote at [nutsiechallenge.com](#).

"If Pandora has more votes than nuTsie at the end of this October, I will write and record a witheringly sincere love song to Tim Westergren and put it on the [nuTsie.com](#) home page for a week. I invite Tim to reciprocate the bet."

nuTsie allows anyone to listen to their iTunes music and playlists in hi-fi quality on their Web-connected computer or mobile phone; users can also build playlists from scratch, receive recommended music based on their playlists, explore other users' playlists and share music with friends.

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