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BEATPORT & T-MOBILE LAUNCH
"T-MOBILE BACKSTAGE"

FREE MUSIC AND EXCLUSIVE BENEFITS FOR T-MOBILE CUSTOMERS AVAILABLE
THROUGH NEW MUSIC HUB

BEATPORT, an **SFX Entertainment (NASDAQ: SFXE)** company and the global pulse of electronic dance music, today with **T-Mobile (NYSE: TMUS)** launched a new music hub on its popular **BEATPORT** app and website, called **T-Mobile Backstage**.

Available only to **T-Mobile** customers who are also registered with **BEATPORT**, **T-Mobile Backstage** benefits include:

- Exclusive ticket giveaways to events like **Electric Zoo**, **Sun City Music Festival**, and more.
- Members-only access to purchase sought-after tickets for some of the most popular **SFX events** sponsored by **T-Mobile**, such as **TomorrowWorld**, **Life In Color** and **Something Wicked**.
- A monthly four-pack of free music downloads selected by the expert **BEATPORT** music team, featuring the hottest tracks in electronic music.
- Access to expertly curated playlists.
- A Fan Wall capturing the best social media posts across Twitter, Facebook, and Instagram related to **BEATPORT** and **T-Mobile Music Freedom**.

"**T-Mobile** has been an important supporter of the new **BEATPORT** streaming service since launch and we couldn't be happier to launch **T-Mobile Backstage**," said **BEATPORT** President and CEO, **Greg Consiglio**. "**BEATPORT** is committed to working with brand partners like **T-Mobile** to bring fans the authentic music experiences they crave in new and unique ways that only the **BEATPORT** platform can deliver."

"We believe in giving our customers more of what they want, and **Music Freedom** is a perfect example of that," said **Andrew Sherrard**, **Chief Marketing Officer of T-Mobile**. "**T-Mobile Backstage** means our Simple Choice customers will get even more access to the music they love – and it won't cost them a penny more."

T-Mobile has a strong partnership with **BEATPORT**. The **BEATPORT** streaming service was among the first to be included in **T-Mobile's Music Freedom** program, which waives the data charges for Simple Choice™ customers streaming music on **T-Mobile's network**. Likewise, **T-Mobile** was the exclusive launch partner for **BEATPORT'S** new streaming music service and

app. **T-Mobile** also sponsored **BEATPORT'S** Decade 10-year anniversary campaign that awarded users 5 free downloads a week for 10 weeks, and was a leading sponsor of such SFX-owned events as **TomorrowWorld**, **Electric Zoo**, **Mysteryland**, **Spring Awakening**, the **Life in Color** tour, and **Summer Set**.

About Beatport

Beatport is the trusted home of the global electronic music community... a place where fans, DJs, and creators alike can connect, discover, and participate in the evolution of electronic music culture (EMC). Our mission is to bring the life-changing experience of dance music to the world in every form imaginable. That includes streaming music from Beatport.com and our [mobile apps](#), downloading files to perform from [Beatport Pro](#), attending festivals and events both [in person](#) and [online](#), connecting with like-minded fans and inspirational artists, and [reading](#) news, reviews, and insider access. Taken together, Beatport offers a complete music experience for everyone, everywhere. Founded in 2004 as the principal source of music for DJs, Beatport today attracts an audience of more than 50 million unique visitors a year consisting of DJs, producers, and their fans. Beatport is based in Denver, CO, with offices in New York, Los Angeles, and Berlin. Follow us on [Facebook](#) and [Twitter](#).

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