

Fresh Off a \$6.2M Kickstarter Success, Neil Young's PonoMusic Launches Equity Crowdfunding Round with Crowdfunder.com

For as little as \$5,000, accredited investors can purchase shares in PonoMusic and become an owner of the company.

[SAN FRANCISCO, CA] -- (August 14, 2013) – PonoMusic's revolution is stirring unprecedented interest in the music community's high-resolution digital music market, as the startup's successful Kickstarter campaign recently raised \$6.2M from over 18,000 backers - the third largest [Kickstarter campaign](#) ever - far surpassing even the campaign initiated by Oculus Rift.

Now Neil Young and PonoMusic are continuing their crowdfunding momentum by launching an equity crowdfunding campaign exclusively on Crowdfunder.com at [PonoMusic on Crowdfunder](#). Accredited investors can invest as little as \$5,000 and become an equity owner in PonoMusic alongside Neil.

Neil and the team at PonoMusic are excited about democratizing the investment process of PonoMusic by giving their Kickstarter backers, and anyone who loves music, the opportunity to now invest and become an owner in Pono.

Oculus Rift previously raised over \$2.0M via Kickstarter, then sold to Facebook for \$2 Billion. If their Kickstarter backers had been given the opportunity to invest in Oculus Rift through equity crowdfunding, they would likely have seen a significant return on their investment, but they didn't - which stirred quite [a backlash](#) at the time.

Neil Young conceived of the idea behind PonoMusic to breathe life back into the experience and quality of audio in the digital age of highly compressed, poor quality music files such as MP3s. There's recently been a huge resurgence of analog vinyl records among music lovers desiring true, undistorted sound. Yet the true, organic, nuanced experience most vinyl delivers hasn't been convenient or portable, until now. PonoMusic offers a complete digital ecosystem, including a premium portable music player paired with a comprehensive digital music store offering high resolution music files with up to 30x more sound data than low-res MP3 files. PonoMusic is supported by all major music labels and their huge growing catalogues of premium quality digital music.

Says Crowdfunder's CEO, Chance Barnett, "We're thrilled to be collaborating with Neil and his team to democratize the opportunity to invest in PonoMusic. Neil and his team

get it; that's why they're going the route today's most successful startups follow: first validating their business through pre-sales of their product on Kickstarter, then raising investment via our leading equity crowdfunding platform and rapidly growing base of institutional and individual accredited investors."

Says PonoMusic's visionary, Neil Young, "Pono is an artist-driven movement to rescue music and the art of recorded sound for posterity. It's about the people who make the music, about the way it sounds to the artists when they record it in the studio and about preserving the original sound created by artists over the history of recorded sound. It's also about fans hearing what we hear and that hasn't happened in a long time. We wanted music lovers everywhere to be a part of this from the beginning and have an opportunity to help us launch this new music ecosystem into the world, together."

About PonoMusic

"Pono" is Hawaiian for righteous. What righteous means to our founder Neil Young is honoring the artist's intention. That's why he's been on a quest, for a few years now, to revive the magic that has been squeezed out of digital music. Through Pono, you no longer have to choose between quality and convenience when listening to music – you can have both. This is the fundamental idea behind PonoMusic. Pono's mission is to provide the best possible listening experience of your favorite music. PonoMusic is not a new audio file format or standard. PonoMusic is an end-to-end ecosystem for music lovers to get access to and enjoy their favorite music exactly as the artist created it, at the recording resolution they chose in the studio. PonoMusic is more than just a high-resolution music store and player; it is a grassroots movement to keep the heart of music beating.

<http://www.ponomusic.com/>

About Crowdfunder

Crowdfunder is where the power of crowdfunding meets investing. Entrepreneurs use the company's platform to tell the story of their business and raise investment from a community of institutional and individual accredited investors. The company played a significant role in JOBS Act legislation, creating the new market for equity crowdfunding that brings private investing online and creates positive impact and economic opportunity.

<https://www.crowdfunder.com/>