

FOR IMMEDIATE RELEASE:

PerformerTrack – 'Statistically-Speaking 'The Breakdowns' Of A Performer's Career'

Los Angeles, CA February 8, 2010 – PerformerTrack (www.PerformerTrack.com), the premier Web-based career management tool utilized by the performing community worldwide, announces the launch of 'The Breakdowns'; the much-anticipated new section within the program that reveals statistical breakdowns of a performer's career.

The initial release of 'The Breakdowns' includes the ability for the performer to run reports in a variety of ways; between any Date Range, By Year or via Quarterly Reports. The first 'Report Type' available in this release is entitled, 'Projects Overview'. The 'Projects Overview' report is a quick look at the numbers regarding the amount of Projects a PerformerTrack member Auditioned for, the number of Audition Rounds they have gone out on, their total Bookings & Direct Bookings, and their all-important Callback and Booking Success Rates.



"Never before has a performer had the ability to gain such precise insight on their career," said Kristina Hughes, COO & President of Holdon Log (the parent company of PerformerTrack). "Providing performers with quarterly reporting allows the artist to finally see their chosen profession like a true business. Every successful Fortune 500 company looks at their numbers quarterly and based on what they see are able to make wise decisions in order to improve their business, Performers should be no different."

The "Projects Overview" report is the first of many Report Types to be released by PerformerTrack. "We have built a dynamic and robust framework within 'The Breakdowns' section to handle a wide-range of reporting features," said Brian Vermeire, CEO of Holdon Log. "All of us are excited by the reports that are to be released over the coming weeks. Now performers will have a true, clear understanding of where their career has been, where it is now, and make specific goals and benchmarks to increase future career successes."

PerformerTrack, the Webware designed to "Simplify the Business of Show", retails for an average monthly subscription of only \$9.95 USD, which includes all new updates and features, as well as client data redundantly stored on secure, 24/7 fully-managed dedicated servers at a tier 4 data center.

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About Holdon Log, The Standard In Performer Organizational Tools:

Holdon Log, LLC (www.HoldonLog.com), the parent company of PerformerTrack, was founded in 2001 by performers who realized the need for organizational tools specifically designed for entertainers. The company launched with a single, paper-based audition organizer entitled, "Actors' Holdon Log". They have since expanded their paper-based product line to include Young Actors, Background Artists, Models, Live Performers and Pageant Contestants, along with Submission Tracker, Events & Training and Booked Projects logbooks.

In 2003, the company revolutionized the Performing Industry by releasing the one-of-a-kind software, ActorTrack ~ "The Standard In Career Management Software For Actors". ActorTrack was the #1 selling performer-related software program for over 5 years, having assisted thousands of entertainers daily with being better organized!

Now, with PerformerTrack (their web-based business tool for entertainers) Holdon Log has proven their dedication to provide the creative community with bold and innovative solutions that assists performers with not only being organized but in discovering ways to leverage their unique career details; running their careers 'like a business'. Now performers of all types (actors, models, comedians, voice over artists, musicians, singers, dancers, motion/performance capture artists, etc.) can better maximize their potential in "the business of show".

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