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PERFORMERTRACK – ‘OVER \$12 MILLION IN TAX-DEDUCTIBLE EXPENSES LOGGED’

Los Angeles, CA April 15, 2009 – PerformerTrack (www.PerformerTrack.com), the premier Web-based business tool that performers worldwide use to log, track and manage their careers, has compiled aggregate data pooled solely from its U.S. user-base to discover that over \$12 Million Dollars in performer-related tax-deductible expenses has been successfully recorded through the application for the 2008 tax year.

Brian Vermeire, CEO of Holdon Log (the parent company of PerformerTrack) credits PerformerTrack’s user-friendly Expenses section with allowing its members to maximize their tax-deductible operating costs, “Until PerformerTrack, many artists were simply unaware of the tax-deductible expenses they could write-off. From ‘Coaching Lessons’ to ‘Mileage’, from ‘Parking’ to ‘Gifts for Business’, everything is covered within our online application. PerformerTrack has a built-in visually appealing, searchable Expenses Guide that makes it easy for performers to realize what expenses should be categorized as for better tracking.”

PerformerTrack’s Expenses section is uniquely divided into two areas; ‘Project Expenses’ (performer-related expenses tied to auditions, callbacks and bookings) and ‘Additional Expenses’ (general performer-related expenses outside of projects). Users are easily able to take advantage of legitimate business deductions within these areas on a daily basis with PerformerTrack’s simple-to-use, pre-defined drop down menus accurately loaded with the tax-deductible categories allowable for entertainers.

Kristina Hughes, Holdon Log's President & COO, adds, “Tax-time has been radically simplified for performers with PerformerTrack’s in-depth, robust, customizable Income and Expense reporting features. Performers can quickly print and/or export various reports (as a CSV file) and hand them over to their tax-preparer. With its amazing detail and ability to connect income and expenses to their origin, PerformerTrack can literally save the day if any of our users get audited.”

Certified tax preparers like David Rogers of Actors Tax Prep agree, “Using PerformerTrack to tally business deductions inevitably improves the efficiency and completeness of an actor's taxes.”

“PerformerTrack is used by talent of every ilk,” states Vermeire “The advantages of using PerformerTrack are clear from those who are just beginning in the business all the way to our well-established members who have appeared in such projects as ‘Benjamin Button’, ‘Frost/Nixon’, ‘Southland’, ‘My Name Is Earl’ and countless commercials.”

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 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 (actors, models, comedians and background artists) 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 organizational solutions. Now performers of all types (actors, models, comedians, musicians, singers, dancers, motion/performance capture artists, etc.) can better maximize their potential in "the business of show".

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