

**FOR IMMEDIATE RELEASE:**

**'PerformerTrack: Making The PR Hat Easy To Wear For Performers '**

Los Angeles, CA October 13, 2009 - PerformerTrack ([www.PerformerTrack.com](http://www.PerformerTrack.com)), the prominent Web-based career management tool for working performers, released a noteworthy update to their ever-growing online application; "Contact Exporting".

This latest feature released to its worldwide user base allows performers to export their contact's information as a whole, in groups by type (i.e. - casting directors, agents, managers, fans, etc.) or export specific targeted lists. The exported contact information can then be used by the performer to create a mail merge, make mailing labels, send an e-mail blast, etc.



"PerformerTrack is designed for the modern day performer, one that embraces the notion that beyond the craft they must also be savvy with developing, creating and managing their own PR. Turning simple contacts into business connections relies heavily on keeping in constant touch with those you meet at auditions, on the set and at networking events. Through targeted, self-promotional announcements utilizing PerformerTrack's contact export feature, the performer can do just that." stated Brian Vermeire, CEO of Holdon Log (the parent company of PerformerTrack).

Kristina Hughes, COO & President of Holdon Log said, "We are thrilled to have achieved well over 300 updates in the past 12 months since PerformerTrack's initial launch. We are also particularly enthused by the response to the latest update by our global performing community. Our users are passionate about both the development of their talent and their commitment to being working professionals who run their performing careers as a business."

Jazz, R&B and blues singer, and PerformerTrack member, Lynnette White (*opener for Barbara Morrison*) exclaimed, "I am thrilled that I can now communicate with my fans and supporters easily by creating target lists for promo postcards and e-mails invites. With PerformerTrack my promotion and follow-ups for my upcoming gig on October 24<sup>th</sup> at Serra's Dine & Dance in Studio City was knocked-out in mere minutes!"

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.

**About Holdon Log, The Standard In Performer Organizational Tools:**

Holdon Log, LLC ([www.HoldonLog.com](http://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 stand alone 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!

Realizing the severe limitations that stand alone software provided (namely single computer access, unreliable client-side back-ups and slow to adopt software upgrades) Holdon Log created PerformerTrack ([www.PerformerTrack.com](http://www.PerformerTrack.com)), their web-based business tool for entertainers. PerformerTrack resolves the many issues that plague traditional software. PerformerTrack is available online from any web-enabled device, frequently updated with new features and backed-up redundantly and securely stored at a Tier 4 data center.

Holdon Log has proven their dedication to provide the creative community with bold and innovative results driven, 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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