

**FOR IMMEDIATE RELEASE:**

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**PERFORMERTRACK, 'THE PRIMARY MANAGEMENT TOOL FOR PERFORMERS' LAUNCHES**

**Los Angeles, CA October 20, 2008** - Holdon Log, 'The Standard in Performer Organizational Tools' celebrates its 8th year in business with the launch of PerformerTrack. This web-based career management tool for performers effectively conquers the complexity of a performer's day-to-day business through the simple and efficient use of technology.



*(click to view)*

PerformerTrack is available online at [www.PerformerTrack.com](http://www.PerformerTrack.com). There are three plans available for the service; monthly, bi-annual and annual. With an investment of \$9.95 a month a performer can easily manage their day-to-day ongoings in a proven, streamlined manner.

Like with any business, a performer must track where they have been, where they are going, the contacts they make, the money coming in, the money going out, etc.. Then analyze statistical data so that they know what is or isn't working for them in their business. Finally, utilizing this information to to make better informed career decisions and to communicate effectively with

their representation. This type of necessary career self-management for performers can be a dreary, exhausting, left-brained chore which does not match the entertaining, creative and artistic right-brained pleasure that performers are naturally gifted at.

*“PerformerTrack takes the pain out of the mundane tasks and makes doing the 'business of show' simple, effective and, believe it or not, fun to do!”*

Brian Vermeire, Holdon Log's CEO says, "PerformerTrack takes the pain out of the mundane tasks and makes doing the 'business of show' simple, effective and, believe it or not, fun to do! As performers ourselves, we believe in creating simple, intuitive, and easy-to-use solutions. Every decision that we make, we measure it with the yardstick of simplicity. Our continued approach in designing PerformerTrack is with a simple-to-use interface, but with a complex, intricate workhorse of a database running in the background. Everything we build inside PerformerTrack is with the user in mind."

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"Although it is in-depth and powerful, PerformerTrack isn't just a business tool for award-winning performers; it's the primary business tool for all artists at any stage of their career," adds Kristina Hughes, Holdon Log's COO. "Before classes, before headshots, before producing a demo, before getting representation, before stepping foot in front of a camera or on stage, PerformerTrack is 'step one' and then continues to play a significant role in one's business throughout the lifetime of a performer's career." You are encouraged to view the click-through tour of PerformerTrack, read the "History Overview" and view the Promo Video.

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Those interested in reviewing *PerformerTrack* and/or interviewing the founders of Holdon Log can either complete the "[Media Contact Form](#)" or contact Brian Vermeire directly at 323.316.8064 or [BV@HoldonLog.com](mailto:BV@HoldonLog.com).

### **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 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!

With the launch of their web-based business tool for entertainers, PerformerTrack, 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, etc.) can better maximize their potential in "the business of show".

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