

**For Immediate Release**



## **RING OF FIRE: THE HIGHWAY GIRL COVERS THE MAN IN BLACK IN LIMELIGHT INFORMATIONAL VIDEO**

***Video Highlights New RightsFlow Service That Provides Artists And Musical Groups With a Simple Way To Clear Any Cover Song***

New York, NY (September 1, 2010) Internet pioneer and indie artist Samantha Murphy, aka The Highway Girl, has partnered with RightsFlow, a licensing and royalty service provider, to drive awareness for the company's service Limelight, the simplest way for artists to clear any cover song for release. Murphy wrote, produced and stars in the informational video (<http://www.youtube.com/watch?v=o4zhdZF7CK0>) about the service and the process by which artists can both secure necessary mechanical licenses and pay royalties to songwriters and publishers.

The video is set to Murphy's version of *Ring of Fire*. "I wanted to record a version of this Johnny Cash song for years," said the singer-songwriter. "Limelight provided the solution for my licensing needs and allowed me to finally record this amazing song." A commercial release of the audio track, licensed through Limelight as depicted in the video, is being planned for September 15<sup>th</sup>.

The video was the result of a friendship started via social media channels. RightsFlow's SVP of Sales and Marketing Michael Kauffman, was a long-time fan of Murphy's music and The Highway Girl's approach to social media and technology. After an initial

connection via Twitter a few years back, the two continued to have subsequent interaction about community, music and marketing which ultimately resulted in the recent conversation about Limelight, a service designed by musicians for musicians.

“Samantha is the rare combination of accomplished musician, technology advocate and champion for artists and songwriters. She has produced not only a compelling video that highlights Limelight’s ease-of-use, but has also delivered a memorable version of Johnny Cash’s classic *Ring of Fire*. We are extremely grateful for her talents, passion and vision for this incredible song,” said Kauffman. The video will premiere on both the Limelight and Highway Girl websites and be made available through various channels and social networks in order to create awareness and education within the musician community.

RightsFlow, a mechanical licensing and royalty services provider, continues to be a voice for licensees within the industry: artists, labels, distributors and music services. With the launch of Limelight, the company now provides both enterprise-level solutions along with this simple web portal for individual musicians, bands, choirs or labels to use for clearing cover songs for release.

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#### **About The Highway Girl and Samantha Murphy**

[www.samanthamurphy.com](http://www.samanthamurphy.com)

[www.thehighwaygirl.com](http://www.thehighwaygirl.com)

Started as one of the first music podcasts in early 2005 by Singer Songwriter Samantha Murphy, The Highway Girl is now a traveling music TV show, website and lifestyle brand rolled into one. The company, one of only 10 accepted into the prestigious Techstars Program in 2008, is now a growing multimedia entertainment hub incorporating weekly TV and podcast programming, products for artists and travelers, as well as live events and tours. When touring herself, Murphy sits down with a different artist in a different city each week to discuss music, the digital age, and best practices for healthy living on The Highway Girl TV Show. Previous guests have included Juliette Lewis, Martha Wainwright and Aimee Mann. *Ring of Fire* is the first single from Samantha's new album *Some Assembly Required* and will be available on iTunes and Amazon September 15. The *Some Assembly Required* Tour starts in the Midwest in 2011.

#### **Contact for Samantha Murphy and The Highway Girl**

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## **About RightsFlow**

[www.rightsflow.com](http://www.rightsflow.com)

RightsFlow is a leading provider of mechanical licensing services and royalty payment technology for online music services, record companies, distributors, artists, and songwriters. The company's technology powers rapid song identification and provides an unprecedented level of transparency for both licensees and licensors. RightsFlow specializes in obtaining bulk physical, DPD, and ringtone licenses including streaming, tethered, and limited download rights. The proprietary "FLOW" licensing technology and 23 million song database provide a platform helping over 10,000 clients obtain licenses from songwriters and publishers all over the world – including major, independent and artist controlled works.

Clients include Rhapsody, Muzak, The Orchard, Guvera, Dada Entertainment/Play.ME, Scattertunes, Amie Street, [PIAS], Alliance, Kontor New Media, INgrooves, Zynga, Beatport, Hoodiny, CAM, Zebralution, E1 Canada & US Distribution, IODA, Cooking Vinyl, CD Baby, Disc Makers, & X5 Music Group.

RightsFlow is a member of DDEX, DiMA, NARM, AIM and A2IM.

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