

DAVID GRAY EXCLUSIVE ONLINE PERFORMANCE - POLYDOR RECORDS PARTNERS WITH LIVESTREAM



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SEPTEMBER 10, 2009: In the week leading up to the release of David Gray's eagerly anticipated new album 'Draw The Line' (September 14th), David Gray treats his fans to an online performance and chat via davidgray.com, Facebook, MySpace and an exclusive partnership with telegraph.co.uk on Thursday, September 10th, 7pm.

David will perform five songs – including 4 tracks from the new album, as well as answering questions submitted by his fans. As an extra bonus you can chat with other David Gray fans via your Twitter account.

The broadcast is powered by Livestream – one of the most powerful live broadcast platforms online. Their technology allows producers to create live, scheduled and on-demand internet television to broadcast anywhere on the web through a single player widget.

"We are thrilled to partner with Livestream for this David Gray event," says Paul Smernicki, Director of Digital for Polydor Records.

"Using their platform, together with the Brightcove player we will enable the David Gray community to watch a unique performance by David as well as communicate and interact with other fans in realtime. David is an international artist, and this is a great way for us to take an intimate event to a global audience."

This exclusive and unique opportunity to hear David perform tracks live and answer your questions upfront before the release of his first studio album in four years is not to be missed.



ABOUT LIVESTREAM

Livestream (www.livestream.com - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.