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FOR IMMEDIATE RELEASE:

HEADCOUNT PLANS TO REGISTER UP TO 200,000 NEW VOTERS THROUGH LIVE CONCERTS

Former Time Warner Executive Joins Forces with Artists, Volunteers to Lead Young Organization

NEW YORK, NY -- November 6, 2007 - HeadCount, the volunteer-run voter registration organization that registered nearly 50,000 voters in 2004 through alliances with Dave Matthews Band and other artists, has announced an ambitious plan to stage voter registration drives at more than 500 concerts over the next year, with a goal of registering 200,000 new voters.

HeadCount will be the only national organization to stage voter registration at concerts on a large scale in 2008, employing registration methods it has tested and perfected over the last three years.

Virginia McEnerney, the former Vice President of Corporate Relations at Time Warner Inc., has been named the first full-time executive director of the non-profit organization, which to this point had been run entirely by volunteers. Dave Matthews Band, the Allman Brothers Band, and members of Phish and the Grateful Dead continue to be aligned with HeadCount, along with new artists such as O.A.R.

“What HeadCount has accomplished to this point is nothing short of remarkable,” said McEnerney, who spent 10 years with Time Warner before leaving the company in 2005 to become an independent consultant to non-profit organizations. “I believe we are poised to step from being an entirely grassroots operation, to becoming a nationwide force and spreading participation in democracy to an even broader audience.”

HeadCount is using the occasion of Election Day to announce details of its 2008 strategic plan and make a call for volunteers to join the street teams that register voters at concerts.

Volunteers can sign up at www.headcount.org. For the first time, some will be eligible for modest, performance-based stipends, marking another important step in HeadCount's evolution.

The volunteer network will form street teams in approximately 50 U.S. cities, each working with affiliated bands and promoters to set up voter registration tables at concerts. The organization will also send volunteers on the road with major artists, an approach that helped register over 12,000 new voters on the Dave Matthews Band tour in 2004 – an all-time record for a single concert tour.

In addition, HeadCount has invested in state-of-the-art voter registration software and expects to register tens of thousands of voters through www.headcount.org. This activity will be buttressed by extensive “get-out-the-vote” activity, working directly with artists to encourage people of all ages to head to the polls in 2008.

“If we don't protect democracy today, there won't be a democracy to protect in a few years,” said former Grateful Dead guitarist Bob Weir, a member of HeadCount's board of directors. “I think for the younger folks this is particularly important, because the decisions we make will largely affect the rest of their lives.”

HeadCount not only gives people the opportunity to register to vote, it offers thousands of young music fans a taste of activism. Volunteers receive intensive training in voter registration guidelines and practices, and get hands-on experience on community organizing.

Marc Brownstein, bass player for the popular electronic rock band The Disco Biscuits, continues to serve as HeadCount's co-chair.

“This was something we started as a dream, just a crazy idea that we believed we could pull off,” said Brownstein, who founded the organization along with longtime friend Andy Bernstein, author of a series of books about the group Phish. “Now it's almost four years later, and we are in it for the long-term. We hope HeadCount leaves a permanent imprint on the live music community, forever getting fans more engaged in the political system and democracy itself.”

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View a short video profile of HeadCount at www.headcount.org or <http://youtube.com/watch?v=pmJtLZVxTfQ>. Features interviews with Bob Weir, Bela Fleck and many other top artists.

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HeadCount is a 501c3 non-partisan organization that utilizes the multi-faceted power of music to enable voter registration and inspire participation in democracy. Since its inception in 2004, the organization has registered over 60,000 voters, more than any volunteer-run organization in the U.S. Its board of directors includes Bob Weir of the

Grateful Dead, other well-known musicians, and the very top managers, promoters and media publishers in the live music community. More information can be found at www.headcount.org

Virginia McEnerney was named HeadCount's Executive Director in October, 2007. She joined the organization after a varied career in media and publishing, most recently as Vice President of Corporate Relations at Time Warner, Inc. Virginia has a particular interest in the role of nonprofit Board of Directors and will work closely with HeadCount's board to lead the organization and fulfill its mission. Virginia has been involved in community service since she ran a food drive at St. Edward, the Confessor School on Long Island in 7th grade. Currently, she is involved with several other nonprofits, including serving on the Board of Directors of the Prospect Park Alliance. She lives near the Park in Brooklyn with her husband and two daughters.

