

# All About the Evolving Album™



The Evolving Album™ from Underground Sun provides free evolutions of a purchased album over time.

The Evolving Album™ concept from Underground Sun is a new model for artist development where fans are encouraged to purchase an entire album from an Underground Sun artist in order to receive free evolutions of that album over time. Evolutions will come in the form of remixes, videos, unreleased tracks, acoustic renditions, lyric sheets, artwork, discount codes for other purchases, concert tickets, early pre-sales/deliveries, and other items.

Once a fan purchases an album, they simply email Underground Sun to join the evolution. After a decided upon number of evolutions, the base price of the album will rise for all future purchasers and will include all evolutions up to that point. Ex. An album is released at a price of \$10 and after 4 evolutions, its price is increased to \$12. Buyers of the album at \$12 will get all evolutions up to that point included in the download as well as all future evolutions.

Evolutions on a particular album will continue until a new album is released, at which point purchasers will need to buy the new album to receive evolutions associated with that album. A message will be included in the final evolution on an album that tells the recipient that it is the final evolution for the album.

## **How do I sign up to get album evolutions?**

Buy an album, send an email to the specified email address and write “evolve my album” in the email’s subject line.

## **Can I sign up for the album evolutions without buying the album?**

No. Album evolutions are meant to enhance your experience with the album. Plus, we want you listen to the music.

**I bought the album on iTunes (or other online store), how do I enroll in the evolutions?**

Email us a copy of your iTunes receipt to the specified email address, include “evolve my album” in the subject line, and we’ll sign you up.

**I bought an album and sent you an email with “evolve my album” in the subject line, but I haven’t received any evolutions. What’s up?**

When you send in your email, you should have automatically received a confirmation email. If you haven’t received the confirmation email or if you have but haven’t gotten any evolutions, please email us at [support@undergroundsun.com](mailto:support@undergroundsun.com).

**How many evolutions will I get? How often?**

The amount of evolutions and their frequency will depend on the artist and the album. Underground Sun encourages our artists to be as creative as possible how they see fit. This means that some evolutions may happen quickly while other may take longer to be created.

**Will you share my email address with anyone or any company?**

No. Never. Not gonna happen.

**What if I want to stop receiving album evolutions?**

We’ll be sad. But, if you really don’t want to receive any evolutions just email the specified email address with “stop the evolution” in the subject line and we’ll remove you from the evolutions list.

**Are all evolutions made public?**

No. Many evolutions will only be sent to those who signed up for them. That said, we do encourage you to share the evolutions with your friends so the evolutions may find their way onto youtube, blogs, and other web sites.

**If I am a part of the evolutions and a new album comes out, will I automatically receive the evolutions for the new album?**

No. Evolutions are specific to each album. When a new album is released, you will need to buy that album to receive the new evolutions.

**When the album was first released, it was a lower price. Now the price is higher. What happened?**

We like to reward early supporters, so when we release an album the price will start low. As we add evolutions, the price may gradually increase.

**So, if I buy the album after it has evolved, will I receive all of those evolutions too?**

YES! Anytime you buy an album after it has evolved, you will automatically get all of the evolutions up until that point AND be signed up to receive all future evolutions for that album.

**I haven't bought an album yet but I want to be on the mailing list. How?**

Go to the artist's web site and sign up on their mailing list. You will receive all the exciting news about the artist. Hopefully you will like what the artist is doing and buy an album, and then you will get the exclusive Evolving Album™ content!

If you have any additional questions or comments please feel free to email us at [support@undergroundsun.com](mailto:support@undergroundsun.com).