



**NEWS RELEASE**  
**For Immediate Release**

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**PURE GOLD LAUNCHES NEW WEB SITE –  
PureGoldMusic.com**

**PITTSBURGH, Oct. 31 2003** – Legendary Pittsburgh band Pure Gold unveiled a new web site, PureGoldMusic.com, today. The innovative web site will serve as a one-stop comprehensive resource for Pure Gold’s fans, event planners and booking agents.

Pure Gold Manager Henry J. DeLuca called upon downtown-based Elias/Savion Interactive, a division of Elias/Savion Advertising Inc., to design and engineer the dynamic new web site. PureGoldMusic.com is housed at Elias/Savion’s highly sophisticated data center which is connected via OC-48 fiber optic cable direct to Qwest’s North American backbone.

“Pure Gold has deep Pittsburgh roots but is known throughout the country,” says DeLuca. “This new site will bring national visibility to the band and bring them closer to their fans.”

PureGoldMusic.com is highly visual and easy to navigate. Visitors can browse through photos, preview Pure Gold’s play list and find an upcoming concert. The interactive mapping tool will produce turn-by-turn directions from a set destination directly to a venue. In addition to biographies and background information on the band, PureGoldMusic.com features streaming audio clips from live performance, music samples from their three CDs and dozens of vibrant photographs.

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In the Fan Club, guests can stay on top of the latest Pure Gold news and information by creating their own profile and sign up for the mailing list. As a member, Pure Gold fans can opt to receive Pure Gold's unique Concert Notifier which sends an email alert when an upcoming performance is coming to their designated area.

Media and event planners will find a section tailored specifically for them, offering complete press kit materials and images as well as performance riders and stage setup requirements. The unique eBooking Agent feature allows interested visitors to request a booking date and even select their song choices through a simple three-step process.

For more information, contact Pure Gold at (412) 681-0652 or log on to the new web site at [www.PureGoldMusic.com](http://www.PureGoldMusic.com).

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