



FOR IMMEDIATE RELEASE

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Up-and-Coming Musicians Audri & Aaron Rock maurices' Nationwide Band Search As "Small Town Sound" Winners

*Next stop: Performing with The Bangles and Sick of Sarah at a private daytime showcase hosted by **maurices** during [South by Southwest 2011](#)*

PlayNetwork to Produce Audri & Aaron Music Video and Recording With Winning Track

Duluth, Minn. – Today, **maurices** announced the winner of its "Small Town Sound" nationwide band search. After several months of competition, fans voted Illinois-based band, Audri & Aaron, through the final round and named them the hottest female-fronted band in the country. **maurices**, the leading small town specialty store and fashion authority with 750+ stores nationwide, created the "Small Town Sound" contest in partnership with [PlayNetwork](#) and [Sonicbids](#).

"We're thrilled with the outcome of this competition, as a brand we have deep roots in small communities and our goal was to find the hidden gems of talent within those communities," said Lisa Bartlett, **maurices** associate vice president of marketing. "The band Audri & Aaron is exactly what we were hoping to uncover."

Formed in April 2010, this acoustic/soul/pop duo from Alton, Ill. has already found their musical niche with influences from artists such as Norah Jones, Colbie Caillat and Michael Buble. The group consists of Audri Lucasey on lead vocals and violin, and Aaron Kellim on vocals, guitar and piano. The two teamed up while attending Lewis & Clark Community College, having many music and vocal performance classes together.

"We still can't believe we won and we're so excited about the opportunities ahead," said Audri Lucasey of Audri & Aaron. "For a band that's just starting out to have the chance to perform with such iconic girl groups and have the opportunity to record our own video is just amazing. We're so thankful to **maurices**, PlayNetwork and Sonicbids for launching this competition which will hopefully help launch our careers."

More than 500 bands entered the competition, which was down to 50 after a round of online voting. A group of panelists including The Bangles, Chrissie Hynde and Sick of Sarah narrowed the competition to 10 finalists who were given two weeks to create an original song based on the "Small Town Sound" theme celebrating American culture. The songs played in **maurices** stores nationwide and were also posted online, where visitors had the chance to vote for their

favorite, ultimately handing Audri & Aaron the top prize and awarding second and third place to Allison Gray (Los Angeles, CA) and Euralea (Moline, IL) respectively.

The winning band will receive several incredible opportunities to let their star power shine. They'll perform live at their local **maurices** store, fly to Los Angeles to shoot a music video and record their winning song at the PlayNetwork production studio, and receive gifts from **maurices** and Daisy Rock Guitars. In addition, the group will perform live with The Bangles and Sick of Sarah at a private daytime showcase hosted by **maurices** during South by Southwest 2011 in Austin, TX.

Visit www.maurices.com to learn more about Audri & Aaron and hear their winning song.

About maurices

Established in 1931, **maurices** is wholly owned by **dressbarn inc.** (NASDAQ: DBRN). **maurices** is the leading small town specialty store and authority for the savvy, fashion-conscious girl with a twenty-something attitude. Today, **maurices** operates over 750 stores in 44 states. **maurices** stands for fashion, quality, value and customer service. Offering sizes 1-24, our styles are inspired by the girl in everyone, in every size. For store information and to shop online, visit **maurices.com**.

About PlayNetwork

PlayNetwork, Inc. specializes in the creation and distribution of entertainment media that connects the voice of the brand to the consumer across all touch points – in-store, online and on-device. Founded in 1996, PlayNetwork is the industry's leading integrated media provider for branded music, messaging, video, entertainment promotions and event media, systems integration services, retail advertising networks, and commercial XM Satellite Radio subscriptions. More information is available at **www.playnetwork.com** or **www.xm4biz.com**.

About Sonicbids

Sonicbids is the website that helps bands get gigs and promoters book the right bands. Our community includes more than 275,000 bands and 21,000 promoters and licensors from all around the world. With festivals, clubs, colleges, music licensing and much more, Sonicbids offers a diverse range of gigs for every kind of musician. In fact, last year alone, more than 71,000 gigs were booked on the site. The company was founded in 2001 by Panos Panay and continues to focus on its core mission of empowering the artistic middle class. Get a gig or book a band at **www.sonicbids.com**.

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