



Embargoed until 14:00, 11th October 2010

Battle of the Bands comes to UK universities from studentbeans.com and Cambridge Audio

studentbeans.com, the UK's leading student website is launching a Battle of the Bands competition to find the best student band in the UK, in conjunction with Cambridge Audio, the innovative hi-fi and home entertainment brand.

Launching on 11th October 2010, studentbeans.com and Cambridge Audio are inviting bands from universities across the UK to submit an original track for the chance to play a gig at a top London music venue and win state of the art hi-fi system from Cambridge Audio.

The editorial team at studentbeans.com will be overseeing the initial judging process and the top ten bands will have their chosen track along with a brand profile uploaded to both the studentbeans.com website and Facebook fan page, which has over 19,000 members. The bands will then fight it out in a public vote and the three bands with the most number of votes at the end of the voting period will then go through to the grand final.

The three finalists will then be invited to play at landmark London music venue, The Luminaire, in December in front of an audience of 300. The overall winner will be picked by a judging panel of Richard Melville, Editor at studentbeans.com, Simon Hewitt, Director of Marketing at Cambridge Audio and Adam Ficek from Roses Kings Castles / Babyshambles.

Members of the winning band will each receive a complete Cambridge Audio hi-fi system worth £500, including a powerful Topaz SR10 FM/AM receiver connected to an award winning iPod dock and speakers.

Richard Melville, Editor at studentbeans.com says, *"University is where new bands are formed and we are excited to see what talent is out there. We can tell over a million studentbeans.com readers about these top new bands - it's like an indie X Factor, but with judges that know what they're talking about."*

Simon Hewitt, Director of Marketing at Cambridge Audio says, “As a brand that is passionate about music, we are delighted to be working alongside studentbeans.com, to give student bands the opportunity to showcase their quality and their passion for music.”

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Notes to editors

High resolution images of the Battle of the Bands logo, the venue and Cambridge Audio products are available on request.

For details or any further information on the Battle of the Bands competition, please contact:

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About studentbeans.com

studentbeans.com is the UK's leading website for marketing to students and youth, as recognised by Nielsen Online. It's where 18-24 year olds are at, with over 400,000 monthly unique visitors, and over 500,000 registered users since its inception in 2005.

studentbeans.com is a unique year-round freshers fair environment enabling sustained engagement with students over time. Young people use studentbeans.com to engage with brands, offers and promotions and find out what's hot and what's happening. For brands, we generate sales, deliver results and provide new customers for life.

About Cambridge Audio

Cambridge Audio has a rich history of developing innovative home entertainment products designed to harness every last drop of detail from your favourite music and movies.

Every product bearing the Cambridge Audio name is created at the company's London research and development centre by a team of incredibly passionate and committed engineers with a vast array of live music and sound production experience.

Whilst the way we enjoy home entertainment has changed dramatically over the years, neither time nor new technology can ever dampen the emotional power of a perfectly reproduced song or favourite movie soundtrack. Fuelled by our customers' passion for music and movies, Cambridge Audio products are created by people who genuinely want to deliver the most captivating entertainment experience for the very best value possible.