

FAST COMPANY

50 MOST
INNOVATIVE
COMPANIES

FAST COMPANY

FAST COMPANY ANNOUNCES 2011 RANKING OF WORLD'S MOST INNOVATIVE COMPANIES

NAMES BIGCHAMPAGNE AMONG THE TOP THREE MUSIC COMPANIES, ALONGSIDE PANDORA AND COCA-COLA

***Apple, Facebook, Twitter and Zynga among the top companies honored
in the March 2011 issue***

New York, February 16, 2011 – *Fast Company's World's Most Innovative Companies* list recognizes BigChampagne for groundbreaking work around more comprehensive media measurement with the Ultimate Chart (www.UltimateChart.com). BigChampagne beat out brands Converse and Sonos, among others, on the music industry top ten list. This is the first time BigChampagne has been recognized on the **World's Most Innovative Companies** list.

"What began as a radical idea – our ambition to change the way popular entertainment is measured – has become our life's work," said BigChampagne founder Eric Garland. "We are truly honored to be acknowledged in this extraordinary way and we thank our many partners in improving the quality and responsiveness of media metrics and analytics."

"Innovation has never been more important to our economy and our future," said *Fast Company* editor Robert Safian. "These companies embody what unleashing human potential can accomplish."

Fast Company's annual **Most Innovative Companies** issue also honors major brands including Facebook, PepsiCo, and ESPN, along with such rising newcomers as DonorsChoose.org, Groupon, FX Networks, and SynCardia Systems. Apple leads the annual ranking of the Top 50 for dominating the business landscape in 101 ways.

In addition to the Top 50, *Fast Company* presents updates on past Top 50 honorees, including Hulu, Disney, and RealD.

Fast Company's editorial team evaluated information on thousands of businesses across the globe to create the **World's Most Innovative Companies**

issue. The end result is a package that dares to be different, emphasizing not just revenue growth and profit margins but also progressive business models and an ethos of creativity.

Fast Company's Most Innovative Companies issue (March 2011) is on newsstands beginning February 22nd.

About BigChampagne

BigChampagne is a technology-driven media measurement company with a focus on analytics and advanced tools for the entertainment industry. In an increasingly diverse market, BigChampagne's Ultimate Chart is the first and only comprehensive measure of all of the ways in which music is popular. Partners and sources for the Ultimate Chart include retailers, broadcasters, subscription services, social networks and other venues where fans demonstrate their passion for music.

Wired magazine declares BigChampagne is "the Nielsen ratings" of online music. *Fast Company*: "The Ultimate Chart will shake up an industry." *The New York Times*: "BigChampagne taps into a common frustration about how success can be measured." MTV: "synthesizes the statistics and determines which songs are truly the biggest."

About Fast Company

Fast Company is the world's leading progressive business-media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders. Editor Robert Safian was named *AdWeek's* Editor of the Year in 2009. Under the leadership of publisher Christine Osekoski, *Fast Company* made *AdWeek's* Hot List for three consecutive years, and *FastCompany.com* executive editor Noah Robischon has tripled traffic and revenue year over year. *Fast Company* is owned by Joe Mansueto, founder and owner of Morningstar, a leading provider of independent investment research.

Media Contact for BigChampagne:

Joe Fleischer

press@bigchampagne.com

310-779-8388

Media Contact for Fast Company:

Jocelyn Hawkes

media@fastcompany.com

212-389-5420