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EXPANDING ITS LEADERSHIP IN TECHNOLOGY FOR THE ARTS,

FRACTURED ATLAS, NATIONAL NON-PROFIT ARTS ORG,

ACQUIRES FOR-PROFIT TECH FIRM

***Aiming to further empower arts community with state-of-the-art technology,
Fractured Atlas acquires custom software development firm Gemini SBS***

New York, NY (July 29, 2013) – In a move that will significantly reinforce its position as the leader in developing technology that helps artists and arts organizations work smarter and more efficiently, [Fractured Atlas](#) announced today that it has acquired [Gemini SBS](#), a for-profit custom software development firm.

Fractured Atlas is a national nonprofit organization dedicated to providing artists with smart technology and support services that help them raise money, insure themselves and their work, manage their careers, grow their audiences, find space to make and share their art, and more. Gemini SBS specializes in developing custom software for arts, education, and governmental organizations including Opera America, Dance/USA, New World Symphony, and the U.S. Department of Education.

Under the agreement, Gemini SBS' team of four developers will join Fractured Atlas' [custom software development division](#). Gemini SBS' [Shawn Anderson](#) has also been appointed Technology Project Manager, a newly created position that will oversee the organization's custom software development expansion.

Founder and executive director Adam Huttler, who has a background in software development, has established Fractured Atlas as a leader in using technology to disrupt the arts. Its technology milestones include the 2012 launch of [Spaces](#), an online service that has been hailed as an "[OpenTable for rehearsal and performance space](#)," and its [fiscal sponsorship](#) program, which provides an online platform, digital support, and partnerships with crowdfunding sites IndieGoGo and RocketHub, to enable artists to solicit and receive grants and tax-deductible contributions that are normally available only to 501(c)(3) organizations. In the past year more than 3,200 projects have raised

over \$13.7 million. In September, Fractured Atlas will launch a cloud-based software platform created for artists by artists that allows for direct ticketing, fundraising, and mailing list management.

“Fractured Atlas is in the business of empowering the arts community with state-of-the-art tech tools and resources,” said Huttler. “With this acquisition, we can now offer custom software development services to non-profit arts organizations that surpass the quality, sophistication, and pricing of the very best commercial vendors. Our ultimate goal is to better help arts organizations with infrastructure and efficiency so that they can concentrate on what matters most: creating great art.”

About Fractured Atlas

Fractured Atlas is the country’s largest arts service organization, reaching a network of more than 250,000 artists and organizations in all 50 states and all 435 congressional districts. Dedicated to empowering artists with the support they need to work effectively and thrive, Fractured Atlas provides funding, insurance, technology, education, and other services critical to building sustainable careers and organizations. Founded in 1998, Fractured Atlas is headquartered in New York City. For more information, visit the Fractured Atlas Media Center at <http://www.fracturedatlas.org/site/about/media>.

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